

EXAMINER'S REPORT

AA2 EXAMINATION - JULY 2015

(AA23) BUSINESS OPERATIONS AND MANAGEMENT

This question paper has been prepared covering all the units of the syllabus according to the weightages specified. As an overall, candidates' performance was satisfactory. But some candidates have failed to answer successfully. The main purpose of Examiners' Report is to draw attention towards the areas which can be helpful to the candidates who could not score marks successfully. The important points which were observed by the Marking Examiners considering each question separately are given below:

Part A

Question No. 01 - (Marks Allotted 20)

This question consisted of 12 objective test questions for 20 marks.

This question covered vast area of the syllabus and the practical knowledge of the candidates. Almost, all the candidates have answered this question, but majority of them could not score high marks. The main reasons for this were lack of preparation of the candidates to the exam and inability to understand the requirements of the questions correctly. Most of the candidates had not answered successfully for the questions **1.6**, **1.10** and **1.12**. The observations of the marking examiners regarding these were as follows:

- 1.6** Despite the fact that, it was expected to measure the correct understanding about the primary activities and support activities of Porter's Value Chain, some candidates have failed to select the primary activity from given choices according to Porter's Value Chain correctly. Majority have chosen the 3rd answer, "procurement". Accordingly the candidates should obtain an accurate knowledge pertaining to the various models explained in the Business Operations Management.
- 1.10** Many have not marked the correct answer for the applicable concept to life insurance policies from given choices in the question. Therefore, it is important that the candidates should have a clear and conclusive knowledge about the concepts of the Insurance and should possess the ability to differentiate between the features of various insurance policies.
- 1.12** Most of the candidates had failed to answer to this question where a very specific answer was expected regarding the classifications of the scope of Human Resource Management (HRM) functions. Therefore, candidates should improve their knowledge on the fundamental concepts and aspects of Human Resource Management.

Part B

This part includes 5 compulsory questions for 25 marks. Each answer was given 5 marks.

Question No. 02 - (Marks Allotted 05)

This question was based on the main concepts of management. Most of the candidates have not understood the question properly and have written the functions of management instead of main concepts of management. Hence, this resulted in most candidates getting low marks for this simple question. This proves that candidates should strengthen their knowledge regarding the fundamental areas of "Management".

Question No. 03 - (Marks Allotted 05)

It was expected to test the knowledge of the candidates regarding the "Re-insurance". Most of the candidates have not understood the concept of Re-insurance and very few of them had given the correct answer for that question. Many of the candidates have failed to provide an appropriate example for "Re-insurance". This highlights the poor knowledge shown by the candidates in explaining the types of insurance policies. Candidates should acquire a sound knowledge regarding the supportive services of business when studying the Business Operations & Management.

Question No. 04 - (Marks Allotted 05)

Even though the question was quite simple and required only to list any 5 principles of Total Quality Management (TQM), only a handful of candidates had obtained the full marks. This proves that candidates should strengthen their knowledge regarding the quality management approaches.

Question No. 05 - (Marks Allotted 05)

This question was based on Human Resource Management and it was expected to test the knowledge of candidates regarding Performance Appraisals. Most of the candidates have not understood the question well and written features of the student Performance Appraisal System of **ZED Business College** instead of Performance Appraisal System for academic staff of **ZED Business College**. Several candidates have given unnecessary facts in explaining features of the Performance Appraisal System. It appeared that most of the candidates have not read and understood the question well.

Question No. 06 - (Marks Allotted 05)

This question was fairly easy and sought to test the knowledge and understanding of the benefits of internet for a business organization. Majority of the answers were satisfactory and those who attempted this question have gained full marks due to the practical knowledge about internet. Those candidates have freely answered this question as it was sought to test some practical aspects based on the technological applications in business management.

Part C

Question No. 07 - (Marks Allotted 10)

- (a) It was expected to test the candidates' knowledge about the Inventory Management. From part (a) it was required to identify the differences between Traditional Inventory Management system and Just in Time (JIT) Inventory Management System. Most of the candidates had given the correct answers for the differences between Traditional Inventory Management System and JIT system and they had scored high marks.

- (b) It was expected to test the candidates' knowledge of the "Economic Order Quantity Model". The candidates' performance for this question was very poor. It was expected to apply the "Economic Order Quantity" formula to obtain the order size, number of orders required per annum, annual carrying cost and annual ordering cost. It was a common mistake by several candidates to apply the square root of EOQ formula inaccurately. Eg: only to the denominator or numerator. Further it was observed that the candidates didn't possess a clear understanding about how to derive the Annual Carrying Cost and Annual Ordering Cost by applying the relevant formulae. Also it was observed that there have been problems and mistakes in solving the formulae. Sometimes candidates have done simple arithmetical errors due to the negligence in obtaining the answers.

Question No. 08 - (Marks Allotted 10)

- (a) This was a short scenario based question on the Talent Management which is an important discipline in Human Resource Management. From part (a) it was required to state the main aspects of "Talent Management". Only a few candidates have given the correct answer to main aspects of Talent Management as Performance Appraisal and Training and Development.
- (b) Majority of the candidates have been successful in preparing a report to convince the importance of Talent Management and have obtained high marks. This shows that candidates hold an adequate knowledge about this concept. However, a few candidates have described "what is talent management" instead of emphasizing the importance of talent management. Hence, this was resulted in those candidates getting low marks for this question.

Question No. 09 - (Marks Allotted 10)

- (a) This question was based on E-commerce. The performance of the candidates for part (a) was average where it was required to draw a diagram to illustrate the 4 categories of E-commerce and state an example for each category. Most of the candidates have correctly identified the 4 categories but some have not illustrated it by drawing a diagram. A substantial number of candidates were failed to state an example for each category. Candidates should have a thorough knowledge about the practical aspects of the Business Operations Management in order to obtain higher marks.
- (b) Most of the candidates have correctly explained disadvantages of E-commerce and obtained full marks. Since it was based on day today context.

Part D

Question No. 10 - (Marks Allotted 25)

This was a scenario based question regarding "KIK Group" and it was expected to examine the knowledge about the role of marketing.

- (a) From this sub question, it was required to explain the different elements of the Marketing Mix (7P's model) in relation to the given scenario. It was observed that the candidates faced difficulties in applying the theory knowledge obtained regarding core concepts in Marketing in to the real life scenarios. A majority of the candidates have reproduced the theory context in their answers ignoring the fact that it should be linked to the given scenario on practical grounds.

- (b) Many candidates have correctly cited Positioning Strategies available for “KIK” Group to position “Juzzy” in the domestic market as required by this part of the question. However, it was a common weakness that candidates failed to provide explanations of the identified Positioning Strategies with examples. It was evidential that the candidates should enhance their ability regarding the application of the theoretical knowledge. They should focus on the practical aspects of Marketing Management to obtain high marks in this type of scenario based questions. It was observed that certain candidates have unnecessarily described the Positioning Strategies without applying for the given scenario. Hence, this resulted in candidates getting low marks for this question.
- (c) Many have been successful in explaining five marketing philosophies. But substantial number of candidates has failed to recognize the relevant philosophy for “KIK’s Juzzy. It was expected to justify the relevant philosophy for “KIK’s” Juzzy using knowledge and facts from the context. It was a significant fact that many candidates should improve in justifying their answers with a correct theoretical base in this kind of questions.

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General points to be considered in developing the level of understanding of candidates

1. When you get the question paper, read the instructions carefully given to candidates. Identify compulsory questions. Do not write answers in the question paper itself.
2. Read the question carefully several times and answer only what is asked in the question. Do not write unnecessary explanations and details, when a direct and an accurate answer is expected from the question.
3. When you answer, time management is very important.
4. Before handing over the answer script, check whether the question numbers and your index number have been written correctly.
5. By answering past question papers, you can improve the subject knowledge as well as the ability to write answers well.
6. Make use of recently published magazines, hand books, newspapers and text books to update the knowledge.
7. Action verb Check List with definitions is attached to the question paper itself and each question will begin with an action verb excluding Objective Test Questions (OTQs). Candidates should answer the questions based on the definition of the verb given in the Action Verb Check List.
8. Face the examination with a good preparation and with the utmost hope of passing the examination.

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