

**EXAMINER'S REPORT****AA1 EXAMINATION - JANUARY 2020****(AA15) BUSINESS OPERATIONS AND MANAGEMENT**

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The objective of this question paper was testing of overall knowledge of all the sections of the subject. Practical aspect of the subject areas is also tested. The main objective of this examiner's report is paying attention to assess in which performance had been at a lower level and help candidates to improve their future performance.

Except a very limited number, candidates had been able to answer well at this examination. A few weaknesses generally observed from the answers are set out below:

**Part - A****Question No. 01**

By this section, all subject areas of Business Operations Management have been tested and almost all the candidates had attempted this question. 40 marks out of 100 have been allocated and majority of the candidates had obtained considerable marks. Most of candidates had not answered successfully for the question number **1.1, 1.2, 1.4, 1.5, 1.7, 1.12** and **1.20**. The observations regarding the questions are as follows:

- 1.1** A majority of candidates were not aware of the difference between human needs and human wants. Therefore, majority had selected answers which includes human needs also.
- 1.2** As most of the candidates had not knowledge on functions of the management process and they did not consider the specified word "not" in the question when the question is reading. Therefore, they had not marked the correct answer from the given choices to this question.
- 1.4** The majority of the candidates had not identified the elements of Porter's Five Forces model. Therefore, it is important that the candidates should have a fair knowledge about the Porter's Fives Forces model. Further students had not given special consideration for the specified of "not" in the question when question is reading.
- 1.5** A majority of candidates were not aware of provisions of 1890 partnership ordinance. Most of candidates had marked one provision of the ordinance instead of the correct answer.
- 1.7** As most of candidates had not knowledge on primary activity according to the Porter's Value Chain, they had selected answer 1 "infrastructure" instead of the correct answer.
- 1.12** The majority of Candidates had not identified the characteristics of a successful brand as per Philip Kotler. Further, the candidates had not given special consideration for the specified word of "not" in the question when question is reading.
- 1.20** Most of candidates had not understanding on difference between Job Description and Job Specification and most of them had selected Job Specification instead of correct answer of Job Description.

Therefore, the candidates should improve their knowledge on fundamental concepts of Business Operations and Management subject and all these areas included in the study text. Except above specified questions, most of candidates have answered well. Overall performance to Question Number 01 was at satisfactory level compared to the previous exams.

## Section – B

This section consists of 4 compulsory questions. 10 marks were allocated for each question.

### **Question No. 02**

The question was based on Business Organization and Globalization.

- Part (a)**
- (i) Tested the characteristics of a Private Limited Company. Majority of candidates had answered to this part successfully and obtained full marks.
  - (ii) It was required to identify advantages of Private Limited Company compared to a Partnership. Majority of candidates had obtained full marks.
- Part (b)** Tested the knowledge on Opportunities of Globalization. The question was fairly easy and majority had answered satisfactorily using their general knowledge and those who attempted had gained full marks.

### **Question No. 03**

It was expected to test the candidates' knowledge on Human Resource Management.

- Part (a)** It was required to identify the importance of Induction to an organization. Majority of candidates had written correct answer and they have obtained full marks. Some of them had not understood the term "Induction" and they had given vague answers to this part with their general knowledge. This proves that candidates had not referred the study text well before sitting the examination.
- Part (b)** This part was based on Objectives of Human Resource Management. Majority of candidates had answered successfully and obtained full marks. But limited number of candidates had written functions of Human Resource Management instead of Objectives.

### **Question No. 04**

This was based on use of technology for organizational marketing.

- Part (a)** Average number of candidates had answered well for this part which was asked to explain the advantages of use of technology for marketing and they have obtained full marks. Some of candidates had not given correct answer to the question and they had given answers with their general knowledge about technology.
- Part (b)** It was tested the reasons why Positioning is important for an organization. Most of candidates had not understood the term of positioning. They had answered to the question with their general knowledge. Most of them misunderstood positioning as location or place of the market. Therefore, performance for this question was very low.

## Question No. 05

It was expected to test the practical knowledge of the candidate regarding Operations Management. Therefore candidates should improve their practical knowledge on Operation Management.

- Part (a)** This part tested the knowledge on challenges faced by an operation manager in the current context. Most of the candidates had obtained average marks for this question due to failure in explaining the challenges. Majority of them had given vague answers to this part due to lack of practical knowledge on Operation Management.
- Part (b)** This part was based on the features of an effective business communication system. Majority of them had not understood the communication system and they had written characteristics of good information. As a result of it those candidates were not able to obtain reasonable marks for this part. Therefore, it is necessary to read and understand the question well before answering.

## Section – C

This section consists of 01 Compulsory question for 20 marks.

## Question No. 06

This was a case-study based question regarding a Company called **Super Move** which is a Sri Lankan company engaged in the transportation industry and it was expected to examine the knowledge on Marketing Management and Human Resources Management. Majority of the candidates had attempted to this question and most of them had obtained higher marks.

- Part (a)** This question tested the knowledge on benefits of effective training program. Majority of candidates had written clearly benefits gained by **Super Move** through an effective training program to the given scenario and they had obtained higher marks. Some of candidates had written modes of training programs instead of benefits. Some of students had not written the benefits properly referring the given scenario.
- Part (b)** The question expected to test the knowledge on marketing concept. Most of candidates had written customer concepts used by **Super Move** and obtained higher marks. But some of the candidates had not explained the concept properly.
- Part (c)** The question tested the dimensions of quality for services of **Super Move**. Most of the candidates had failed to answer this part. This highlights the poor performance shown by the candidates in identifying quality for services. Few candidates had obtained full marks. Therefore, the candidates should refer the study texts before sitting the examination to get higher marks.
- Part (d)** This part was based on use of Modern Technology for Information Management. Most of the candidates had explained advantages of modern technology used by **Super Move** and obtained full marks. But few candidates had not written answers with regard to the scenario and they had given vague answers to this part with their general knowledge about modern technology.

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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 the candidate, before start of answering the question paper.
- (2) Get the maximum use of Self-Study Text published by AAT Sri Lanka because it is the best guideline covering the entire syllabus.
- (3) Read the question carefully and answer for only what is asked in the question. Do not write unnecessary explanations and details. A direct and an accurate answer is expected for the question.
- (4) When you answer, time management is very important.
- (5) 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.
- (6) Before handing over the answer script, check whether the question numbers and your index number have been written correctly.
- (7) Do not write answers in the question paper itself and write the answers in the answer script.
- (8) By answering past question papers, you can improve the subject knowledge as well as the ability to writing skill.
- (9) Make use of recently published magazines, hand books, newspapers and text books to update the knowledge.
- (10) Never try to give up any questions as this habit may lead to fail the exam.
- (11) Face the examination with a good preparation and with the utmost hope of passing the examination.

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