

THE OPEN UNIVERSITY OF SRI LANKA
 FACULTY OF MANAGEMENT STUDIES
 ADVANCED CERTIFICATE IN ENTREPRENEURSHIP AND
 SMALL BUSINESS MANAGEMENT (ESBM)
 FINAL EXAMINATION – 2024
 OSC2405: OPERATIONS MANAGEMENT FOR ENTREPRENEURS



DURATION: TWO (02) HOURS

DATE: 17th August 2024

TIME: 9.30 am. – 11.30 am.

Instructions:

- Answer all four (04) questions. All questions carry equal marks.
- Answer the questions based on the given scenario.

Question 01

Nethmi is an entrepreneur who is currently engaged in the textile industry. She has a small business with 5 sewing machine operators. Nethmi engages in designing, manufacturing and distributing different frocks made for young girls in her area.

- (a) Identify five (05) kinds of inputs in relation to this business. (05 Marks)
- (b) Using a suitable illustration of a production system, describe the production process taking place at Nethmi's textile manufacturing business. (10 Marks)
- (c) Identify four (04) kinds of controlling functions that Nethmi can follow to control her business. Describe them with suitable examples. (10 Marks)

(Total Marks 25)

Question 02

Thilina is a carpenter who manufactures and sells different kinds of furniture for households and offices.

- (a) Identify different kinds of customers for in Thilina's business. (05 Marks)
- (b) Identify and describe important demand questions relevant to Thilina's furniture at the beginning of this business. (10 Marks)
- (c) Briefly describe five (05) important considerations to be included in Thilina's marketing plan. (10 Marks)

(Total Marks 25)

Question 03

- (a) Describe the importance of production planning to a manufacturing organization to effectively utilize resources and to ensure the smooth functioning of the manufacturing activities. (10 Marks)
- (b) Assume that you are starting a new business of manufacturing canned fish. Describe the factors that you should consider when selecting a suitable site for your business. (10 Marks)
- (c) Identify reasons that need to be tooling up for an organization. (05 Marks)

(Total Marks 25)

Question 04

- (a) Explain the importance of having a good plant layout for an organization with suitable examples. (10 Marks)
- (b) Explain the importance of inventory control to a fast-moving consumer goods organization with suitable examples. (15 Marks)

(Total Marks 25)

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