

**THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BACHELOR OF MANAGEMENT STUDIES HONOURS /
BACHELOR OF MANAGEMENT STUDIES HONOURS IN ACCOUNTING
AND FINANCE /
BACHELOR OF MANAGEMENT STUDIES HONOURS IN HUMAN RESOURCE
MANAGEMENT /
BACHELOR OF MANAGEMENT STUDIES HONOURS IN MARKETING
MANAGEMENT
OSU4405 - OPERATIONS MANAGEMENT
FINAL EXAMINATION – 2024 / 2025
DURATION – THREE (03) HOURS**



Date: 06th January 2026

Time: 9.30 AM- 12.30 PM

INSTRUCTIONS:

- Answer **only five (05) questions**.
- Illegible handwriting may cost marks.
- This question paper has six (06) questions in four (04) pages.

Question 01

- a) Identify and describe the difference between order winner and order qualifier with suitable real-world examples. (04 Marks)
- b) Assume that you are planning to introduce a new product to the market. As an operations manager, you are required to design this product effectively. Based on your knowledge of Operations Management, identify and briefly explain four key product design criteria that should be considered in this process. (08 Marks)
- c) Assume that you are planning to start an apparel manufacturing company. Describe the importance of knowledge of operations management for the success of your new business. (08 Marks)

(Total 20 Marks)

Question 02

You are planning to start “Sky Cafe,” a small coffee shop located in the heart of Colombo. The cafe will serve freshly brewed coffee, snacks, and light meals while offering a cozy environment for customers to relax, study, or work. You also plan to introduce an online ordering option for takeaway and delivery. To ensure smooth service delivery and customer satisfaction, it is important to understand the unique characteristics of services and plan the service process effectively.

a) Based on the above scenario, identify and describe the characteristics of services compared to manufacturing goods. Provide suitable examples to support your answer. (08 Marks)

b) Explain the importance of service blueprinting in planning and managing the operations of Sky Cafe. (12 Marks)

(Total 20 Marks)

Question 03

You are the Operations Manager of “PureLife Bottlers (Pvt) Ltd,” a medium-scale company that produces bottled drinking water for the Sri Lankan market. Recently, the company has received several customer complaints about inconsistent taste and defective bottle caps. In response, management has decided to review its production and quality management practices to ensure higher product standards and customer satisfaction.

a) Based on the above scenario, describe the difference between quality of design and quality of conformance in relation to PureLife Bottlers (Pvt) Ltd. (04 Marks)

b) Identify and briefly explain the key elements of Total Quality Management (TQM) that the company should adopt to improve product and process quality. (08 Marks)

c) Discuss the main objectives of quality control and explain how achieving these objectives could help PureLife Bottlers (Pvt) Ltd. To reduce customer complaints and improve overall performance. (08 Marks)

(Total 20 Marks)

Question 04

You are the operations manager of “GlobalTech Electronics (Pvt) Ltd),” a company which assembles consumer electronics such as speakers and small home appliances, and distributes the finished products to retail stores and online customers.

- a) The monthly demand for particular type of home appliance is given in following table. Calculate the forecast values for the month of November using three (3) months moving averages and five (5) months moving averages.

Month	Demand	Month	Demand
January	110	June	100
February	85	July	90
March	95	August	95
April	125	September	75
May	105	October	80

(10 Marks)

- b) Briefly explain qualitative forecasting techniques that can be used when historical data is limited or unreliable.

(10 Marks)

(Total 20 Marks)

Question 05

You are starting “TrendyWear Apparel (Pvt) Ltd,” a small apparel company producing casual and semi-formal clothing for local retailers and online customers. You need to choose suitable manufacturing process types for different clothing lines and manage raw materials and finished garments effectively.

- a) Describe any four (4) types of manufacturing processes and identify the most suitable manufacturing process for TrendyWear Apparel (Pvt) Ltd. Justify your opinion. (10 Marks)
- b) Explain the purpose of inventory management and why managing inventory is important for TrendyWear Apparel (Pvt) Ltd. (10 Marks)

(Total 20 Marks)

Question 06

Assume that you are the operations manager of “FreshPack Foods (Pvt) Ltd),” a company that has been operating for many years using manual systems. The company imports raw ingredients, manufactures ready-to-eat snacks and beverages, and distributes the finished products to supermarkets, cafés, and online customers. To improve production efficiency and integrate all business functions, the management plans to adopt digital tools and implement an ERP system.

- a) Explain the impact of Information and Communication Technology (ICT) on the operations management related functions of *FreshPack Foods (Pvt) Ltd.* (10 Marks)

- b) Identify and discuss the main concerns when implementing an ERP system for FreshPack Foods (Pvt) Ltd. (10 Marks)

(Total 20 Marks)

All Rights Reserved