

EXAMINER'S REPORT

AA1 EXAMINATION - JULY 2018

(AA15) BUSINESS OPERATIONS AND MANAGEMENT

The objective of this question paper was testing of overall knowledge of all the sections of the subject. "Business Operations and Management" practical situation is also apparent. The main objective of this Examiners' Report is paying attention to asses 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:

Section A

Question No. 01

It is the opinion of examiners that candidates had written satisfactory answers to this question. There were a few candidates who obtain maximum marks and a majority who scored above 20 marks. Further some candidates, instead of writing the number of the question and the number of the answers, the answers had been written in the answer booklets. The answers to the under mentioned sub sections of this question had not been provided correctly. Those were **1.8, 1.11, 1.13, 1.15** and **1.18**. The observations regarding the questions are as follows:

- 1.8** What was inquired by this question was regarding formal induction of an employee to an organization. Majority of candidates had selected "Recruitment" which was incorrect.
- 1.11** To this question that referred to a job specification, although the correct answer was "special physical capabilities", incorrect answers had been selected by candidates due to lack of correct understanding of this area.
- 1.13** To this question that inquired about actual market, very poor answers had been written. It was clear that candidates had no idea at all of any type of market given.
- 1.15** Although "increase in labour turnover" was the correct answers to this question which inquired which was not an objective of facility lay out, incorrect answers had been given due to lack of understanding of facility layout.
- 1.18** Technology development is a support activity in Porter's Value Chain. However, majority of the candidates, who had no correct understanding about this concept, had selected Marketing and Sales as the correct answer.

The overall performance for this question was satisfactory.

Section B

This section consisted 04 compulsory questions to answer and each question carried 10 marks.

Question No. 02

Part (a)

It was necessary to state advantages and disadvantages of a sole proprietorship. It was seen that majority of the candidates had earned 3 or more marks and only a limited number had received low marks. Further, there were those who stated characteristics instead of advantages and stated irrelevant matters.

Part (b)

This question required stating services which could be derived from banks and financial institutions for businesses as support services. Majority of the candidates had earned 3 or more marks and a limited number had scored lower marks. It was also noted that inappropriate answers such as leasing facilities, Bonuses, rewards and insurance services had been given.

Question No. 03

Part - A

This question required explaining the importance of quality management to a business organization. Although candidates had earned marks to some extent they had not been able to obtain maximum marks. Answers had been provided without understanding the question. There were instances where importance of quality management to consumers had been explained instead of to the business management. The reason for this would have been not reading and understanding the question correctly.

Part - B

Identifying 4 dimensions of quality of manufactured products was required by this question. It was observed that candidates had no understanding of measurement of quality and poor answers had been provided without a proper idea about the question. Similarly it was seen that incorrect answers, such as packing, price, date of expiry, etc. were written.

Question No. 04

Part (a)

The importance of Human Resource Management for an organization had to be explained. Provided answers to this part were at a poor level. Majority of candidates had obtained low marks. A very limited number of candidates earned full marks, while some candidates received average marks. It appeared that the question had not been understood by the fact instead of stating the importance of Human Resource Management, its history and functions had been written. The relevant explanations of the answers had also not been done.

Part (b)

It was required to identify steps included in the training process. Performance for this part was at a minimum level. There were only a very low number of candidates who provided correct answers. Training methods had been stated instead of the steps of the processes. Certain candidates had stated steps of recruitment. This was a question to which most unsatisfactory answers had been written by candidates.

Question No. 05

Part (a)

It was necessary to explain reasons as to why marketing is important for a business organization. Candidates had earned very low marks for this question. Only a few had obtained full marks. The reason for scoring low marks appeared to be, although knowledgeable on the concept of marketing, from a practical sense candidates having not understood how it becomes important for a business organization.

Part (b)

This question required identifying 4 characteristics of a successful brand. Candidates had obtained very low marks for this question. The incorrect answers written indicated that majority of the candidates had no understanding about the characteristics of a brand and their low level of knowledge in this area. Most candidates appeared to have given up answering this question, due to lack of knowledge on basic concepts of brand strategy. It was seen that the self-study text book had not been properly studied.

Section C

This section consisted of 01 compulsory question for 20 marks.

Question No. 06

Part (a)

It was required to explain how globalization had positively impacted the given organization. Majority of the candidates had answered correctly. They had effectively used the information given in the study for obtaining marks at a satisfactory level. The majority was able to earn full marks.

Part (b)

Majority of the candidates had identified the marketing mix (4Ps) of the company and provided satisfactory answers out of facts given in the study. However, a few had erroneously explained, having not correctly understood promotion and place given in the study.

Part (c)

It was necessary in this question to state advantages and disadvantages of Business Process Outsourcing. It was observed that majority of the candidates had not understood this. It was for this part in question 6 that answers of candidates remained at a poor level. It was seen that the majority of them had failed to provide correct answers. The incorrect answers denoted that some candidates had no idea at all about "Business Process Outsourcing".

Part (d)

This part required to identify 4 stakeholders of the given company. All the candidates had answered this part correctly and obtained the full 4 marks. Only a very few failed to obtain full marks.

Question No. 6 was a practical question and on an overall consideration majority of the candidates were observed to have earned more marks with their answers.

It could be seen that more number of candidates were able to pass the subject Business Operations and Management through providing correct answers to question No. 1 and 6.

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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. Do not write answers in the question paper itself.
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 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.
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 forward with the answer script.
8. By answering past question papers, you can improve the subject knowledge as well as the ability to write answers well.
9. Make use of recently published magazines, hand books, newspapers and text books to update the knowledge.
10. Never try to give up questions as this habit may lead to achieve low marks.
11. Face the examination with a good preparation and with the utmost hope of passing the examination.

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