###### **Operations Management**

###### **Jun 2025 Examination**

###### **PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

###### **Q1. Assume you are heading operations in a cosmetic manufacturing and marketing company. You are launching a new product range. Its very critical for the brand image of the organisation.**

###### **Create a detailed plan for sourcing materials and manufacturers for a new fashion product. What factors should be considered to ensure a reliable supply chain? (10 Marks)**

**Ans 1.**

###### **Introduction**

###### In the highly competitive cosmetic industry, launching a new product range requires meticulous planning in operations and supply chain management. The success of the product depends on the quality, sustainability, and reliability of the sourcing and manufacturing process. Sourcing materials and manufacturers for a new fashion cosmetic product involves selecting the right suppliers, ensuring compliance with regulations, maintaining cost-effectiveness, and aligning with brand values. A well-structured supply chain not only enhances efficiency but also safeguards the brand image, ensuring timely production and distribution. This process requires an integrated approach involving supplier selection, raw material procurement, quality assurance, logistics, and risk management. By focusing on

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###### **Q2A. Pick any situation of your choice and analyze the role of aggregate operations planning in aligning an organization's capacity with forecasted demand, and discuss the potential consequences of failing to do so? (5 Marks)**

**Ans 2A.**

###### **Introduction**

###### Aggregate operations planning (AOP) is a critical process that helps organizations align their production capacity with forecasted demand. It ensures a balance between market demand, workforce levels, inventory management, and overall operational efficiency. The process is particularly vital in industries with fluctuating demand, such as the automotive, retail, and manufacturing sectors. A failure in effective aggregate planning can lead to excess inventory, production inefficiencies, or unmet customer demands. By integrating a well-structured

###### **Q2B. Pick any business situation of your choice and establish how can artificial intelligence and machine learning be integrated into operations management to enhance decision- making and efficiency? (5 Marks)**

**Ans 2B.**

###### **Introduction**

###### Artificial Intelligence (AI) and Machine Learning (ML) have revolutionized operations management by enhancing decision-making, automating processes, and optimizing efficiency. Businesses across industries, from retail and manufacturing to logistics and healthcare, are integrating AI-driven systems to improve forecasting, resource allocation, and supply chain management. By leveraging data-driven insights, AI and ML enable businesses to make real-