

More mugs, or more good mugs? The nature of operations

AS Level 4.1 The nature of operations

Dr Moaz Tariq · Cambridge International AS & A Level Business 9609

Running case: Holloway Ceramics · 60 minutes

How this topic is examined

Paper 1 • Business concepts • 40 marks

Define the term transformational process [2]

Explain two ways to increase efficiency [3]

Analyse one reason to measure productivity [5]

Essay: Analyse [8] • Evaluate whether... [12]

Paper 2 • Business decision-making • 60 marks

Explain the term batch production (line x) [3]

Calculate labour productivity [3]

Analyse an advantage and a disadvantage... [8]

Evaluate whether [business] should change to flow [12]

Typical questions on this topic

Define the term labour productivity. [2]

Explain one limitation of labour intensive operations. [3]

Analyse two limitations of capital intensive operations. [8]

Evaluate the effects on [business] of a change to capital intensive production. [12]

'A ... manufacturer must improve its sustainability...' Evaluate this view. [12]

By the end of this lecture you can...

- 1 Explain the factors of production and the transformational process.
- 2 Explain how operations add value.
- 3 Distinguish efficiency, effectiveness and productivity; calculate labour productivity.
- 4 Assess the impact of measures to improve sustainability.
- 5 Compare capital intensive and labour intensive operations.
- 6 Evaluate job, batch, flow and mass customisation for a business.

END OF PREVIEW

Get the full lecture, notes and exam resources

Full slides, notes handout, revision sheet, practice paper, mark scheme, model answers and answer templates are included with the Exam Masterclass.

Join the Exam Masterclass

gceeducation.com