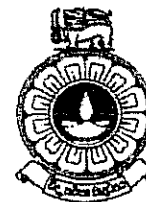


THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF ENGINEERING TECHNOLOGY
MASTER OF TECHNOLOGY IN INDUSTRIAL ENGINEERING – LEVEL 7
FINAL EXAMINATION – 2005/2006
MEM 7212 – BUSINESS ORGANIZATION AND MANAGEMENT
DATE : 16 March 2006
TIME : 0930 hrs – 1230 hrs
DURATION: Three (03) hours



Answer any five (05) questions. All questions carry equal marks

1. Critically analyse Taylor's Scientific Management in relation to contemporary management theory and practice.
2. Discuss the essential characteristics of an appropriate structure for an industrial organization with a suitable example.
3. Money is a good motivator". Do you agree or disagree? Why or Why not? Explain.
4. Discuss some of the reasons why " Planning" is considered as the first and the prime function of the management process? Justify your answer.
5. Explain briefly the basic principles involved in preparing the layout of an industrial plant, indicating the important techniques and advantages of these.
6. "Marketing is targeting". Do you agree with this statement? Justify your answer using marketing concepts ?
7. What benefits can a company expect from segmenting its markets? Give practical examples in justifying your answer.
8. "Advertising costs the consumers millions of rupees every year. If advertising were to be eliminated price could be reduced and consumers would be benefited". Do you agree with the above statement? Justify your answer.

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