

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF ENGINEERING TECHNOLOGY
POSTGRADUATE DIPLOMA IN INDUSTRIAL ENGINEERING – LEVEL 7
FINAL EXAMINATION – 2006/2007
MEM 7212 – BUSINESS ORGANIZATION AND MANAGEMENT
DATE : 11 March 2007
TIME : 0930 hrs – 1230 hrs
DURATION: Three (03) hours



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

1. Summarise the main features of the scientific management approach. Comment critically, on the extent to which applications of the scientific management have been applied in your organization or any other organization known to you.
2. Herzberg in his "Two factor theory of motivation" argues that intrinsic factors motivate whereas extrinsic factors only placate employees. Explain the intrinsic factors. How do you utilize intrinsic job factors to motivate middle level supervisors in an industrial organization?
3. Explain the organization as an "Open System". What is meant by organizational sub-system? Illustrate each of these sub systems by reference to your own organization.
4. Examine a particular management control system of your organization or any other organization and assess the extent to which it satisfies:
 - (a) The essential elements of a control system.
 - (b) The characteristics of a good control system.
5. Discuss the main factors influencing the manufacturing policy of an organization. What are the desired advantages of formulating a manufacturing policy for an industrial organization?
6. Why do marketers use market segmentation strategy? Name and explain the four types of variables marketers use to segment a market?
7. What is usually included in the organization's marketing plan? How does a marketing plan help a company, practice the marketing concept?
8. What does the term "Market Research" mean? Do you think it is necessary for a company to conduct research for a product with great sales record. Justify your answer.