

**THE OPEN UNIVERSITY OF SRI LANKA**  
**FACULTY OF ENGINEERING TECHNOLOGY**  
**POSTGRADUATE DIPLOMA IN TECHNOLOGY IN INDUSTRIAL**  
**ENGINEERING - LEVEL 7**

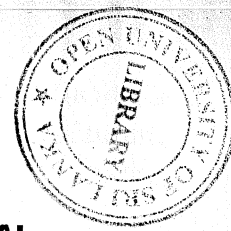
**FINAL EXAMINATION - 2007/2008**

**MEM 7212 - BUSINESS ORGANIZATION AND MANAGEMENT**

**DATE : 24 April 2008**

**TIME : 0930 hrs - 1230 hrs**

**DURATION: Three (03) hours**



(38)

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

- i. Critically evaluate the relevance of the Administrative Management Approach propagated by Henry Fayol, to the present day Management of Industrial Organizations? How does this approach differ from Scientific Management Approach?
2. What are the reasons for the emergence of Informal groups within the Formal Organization? Discuss the advantages of Informal groups for managers in achieving organizational objectives?
3. "Motivating staff to work will depend on many factors other than good working conditions and financial emoluments". Discuss critically the validity of the above contention, utilizing one appropriate theory of motivation?
4. Resistance to change is considered to be one of the major problems in implementing any innovative plan. Explain the possible causes for the resistance and discuss how this can be remedied in the process of Planning?
5. Explain briefly the basic characteristics of an effective Plant Layout of an industrial organization. What are the advantages derived from a well planned and efficient plant layout?
6. Briefly explain the concept of Marketing Mix and its main elements. Discuss the importance of Marketing Mix and Market Segmentation in formulating Marketing Plans?

7. Critically appraise the usefulness of the Product Life Cycle concept to a manufacturer? Identify the strategies, a company could adopt to extend the life cycle of an Industrial product?
8. Discuss the critical factors, to be taken into account, in developing a pricing policy for an industrial product. Under what circumstances would you recommend the "Price Penetration Policy"?

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