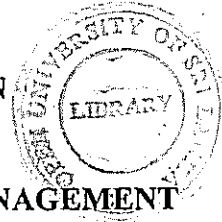


**FACULTY OF ENGINEERING TECHNOLOGY
POSTGRADUATE DIPLOMA IN TECHNOLOGY IN
INDUSTRIAL ENGINEERING LEVEL 7
FINAL EXAMINATION – 2008/2009
MEM 7212– BUSINESS ORGANIZATION AND MANAGEMENT**



DATE : 08TH MARCH 2009
TIME : 0930HRS – 1230 HRS
DURATION : THREE (03) HOURS

012

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

1. “Taylorism” is often mentioned along with “Fordism” because it was closely associated with mass production in manufacturing. Explain the main elements of the Scientific Management Approach.? How do you apply the Scientific Management Approach to improve the productivity in manufacturing enterprises engaged in mass production ? Justify your answer giving examples.
2. Using the classical principles of organization, put forwarded by Henry Fayol, evaluate the formal organizational structure of the firm / company where you are employed. What mechanisms would you recommend to adopt to improve co-ordination between the different departments of the organization ?
3. Critically evaluate the validity of the Herzberg’s Two Factor Theory of Motivation in motivating the middle grade technical supervisors working in industrial organizations. ?
4. Explain the basic meaning and necessity of control in an industrial organization ? What are the major quantitative control techniques you would recommend to an industrial organization to improve productivity ?
5. Discuss the main factors influencing the manufacturing policy of an organization ? What are the aims and desired advantages of formulating a manufacturing policy for an industrial organization ?
6. Evaluate the different stages in the development of the Marketing Concept and discuss the uncontrollable variables in the marketing environment which influence the work of Marketing Managers. ?
7. “The Consumerism is a product of inadequacies of the market system”. Explain the Concept of “Cosumerism” and the basic rights to be protected by modern consumerism movement”?
8. One school of thought observe the cost of advertising is a wastage with no value addition to the customer. Conversely, marketers view advertising as an essential factor in the economics of modern society. Critically comment on the two points of view expressed on advertising.