



THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF ENGINEERING TECHNOLOGY
POSTGRADUATE DIPLOMA IN TECHNOLOGY IN INDUSTRIAL ENGINEERING – LEVEL 7
FINAL EXAMINATION – 2009/2010
MEM 7212– BUSINESS ORGANIZATION AND MANAGEMENT
DATE : 06 March 2010
TIME : 0930 hrs – 1230 hrs
DURATION: Three (03) hours

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

- 1) “Approaches of F W Taylor and Henry Fayol are essentially complementary” Discuss this statement and make a comparison between the above two management approaches?
- 2) Explain the organization as an “Open System.” What is meant by organizational sub systems and how might they be identified? Illustrate each of these sub systems with reference to your own organization?
- 3) “Management is getting things done through and with people” In the light of the above definition, briefly explain the main characteristics of management and the basic managerial skills required by managers of industrial organizations?
- 4) Critically evaluate the main assumptions of the Maslow’s Hierarchy of Needs Theory. Give examples of the extent to which the theory could meaningfully applied to motivate the lower level supervisors in an industrial organization?
- 5) Discuss the essential characteristics of an appropriate organizational structure which facilitates the achievement of objectives of an industrial organization. Make your recommendations to improve the efficiency of the above organizational structure?
- 6) Explain the scientific methods and indicators that can be utilized for evaluation of the suitability of a Plant Location?
- 7) Compare and contrast the Product Orientation, Sales Orientation and Marketing Orientation. What are the organizational implications of each of these business philosophies?
- 8) “Market Segmentation is the foundation of formulating a Market Strategy” Discuss the validity of the above statement? Explain three Market Segmentation Strategies and their characteristics?