



THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF ENGINEERING TECHNOLOGY
POSTGRADUATE DIPLOMA IN TECHNOLOGY IN INDUSTRIAL ENGINEERING – LEVEL 7
FINAL EXAMINATION – 2010/2011
MEM 7212– BUSINESS ORGANIZATION AND MANAGEMENT
DATE : 06 March 2011
TIME : 0930 hrs – 1230 hrs
DURATION: Three (03) hours

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

- 1) Assume that you are a Factory Manager in an industrial organization. How do you apply Scientific Management Principles and Human Relations Management Approach at the same time to improve the efficiency? Justify your answer.
- 2) What characteristics / principles of Henry Fayol's Administrative Management Approach are illustrated in an industrial organisation? Explain five characteristics / principles with examples and evaluate the validity of these principles in an industrial environment.
- 3) Utilizing one theory of motivation, discuss the validity of the contention that the motivation for staff to work well, depends on more than a high salary and good working conditions. Debate on the issue.
- 4) Why do industrial organizations need Mission Statements? State briefly the basic steps of the Planning Process and identify the areas where the planning is essential in industrial organizations.
- 5) Distinguish between the Formal and Informal organizations. What are the possible influences of the informal grouping to the managerial efficiency of an organisation? How do you overcome if there are negative resistances?
- 6) Explain vital information required to plan and design a Plant Layout? Briefly discuss the essential characteristics of an effective Plant Layout?
- 7) Explain the basic characteristics of each stage of the Product Life Cycle Concept? What should be the Strategic Focus in each stage of the Product Life Cycle? Justify your answer giving examples.
- 8) Briefly explain the three different types of Segmentation Strategies. Under what circumstances would you recommend each segmentation strategy? What are the principal ways of segmenting a market? Give examples.