0378

The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Textile and Apparel Technology

Study Programme	: Bachelor of Industrial Studies Honours
Name of the Examination	: Final Examination
Course Code and Title	**: TAM3535 Management Studies**
Academic Year	: 2022/2023
Date	: 16th February 2024
Time	: 0930-1230hrs
Duration	: Three (03) hours

1. Read all instructions carefully before answering the questions.
2. This question paper consists of **Eight (08)** questions in **Four (04)** pages.
3. Write down your Index Number in all the pages of answer scripts.
4. Answer the question one (Q1), which is compulsory and five (05) more questions from Q2 to Q8. Question one (Q1) carries 25 marks and questions two (Q2) to eight (Q8) carry fifteen (15) marks each.
5. Answers to each question should commence on a new page. If a question has many parts, all the parts should be answered in the chronological order under the same question.
6. Write down the answered question numbers in the answer book.
7. Answers should be in clear hand writing.
8. Do not use red colour pens to write the answers.

Compulsory Question

(Q1) (a) What is the main difference between the "Contingency Theory" and the "Systems Theory"? (04 marks)

(b) State any three (03) demerits of Public Limited Companies. (06 marks)

(c) What do you understand by "Pure Monopoly"? (03 marks)

(d) State any four (04) key factors to be considered in a product design strategy. (04 marks)

(e) Differentiate "bad debts" from "doubtful debts". (04 marks)

(f) State any two (02) types of conflicts that may arise between different people in an organization. (04 marks)

Answer any five (05) questions from the following seven (07) questions

(Q2) (a) Briefly explain why motivation is important in any organizations. Discuss your answer with three (03) suitable examples. (06 marks)

(b) Assume you are a manager in ABC company, how may you motivate your Workers. Elaborate your answer based on "Maslow's Need Hierarchy Theory". (09 marks)

(Q3) (a) "PEST analysis" is a common tool for scanning the business environment. By referencing two (02) suitable examples for each factor, briefly explain how it helps to make informed decisions in the Sri Lankan apparel manufacturing sector. (07 marks)

(b) "Strength" is one element that comes under SWOT analysis. Briefly explain four (04) strengths which can be found in the Sri Lankan garment industry at present. (08 marks)

(Q4) (a) With a suitable example, briefly explain the three (03) levels of marketing coverage. (06 marks)

(b) Selecting a suitable example, briefly explain how to use different advertising methods at each stage of Product Life Cycle. (09 marks)

(Q5) (a) Differentiate terms of "Re-order level" and "Re-order quantity". (06 marks)

(b) With suitable examples, distinguish between "job", "batch" and "flow" productions. (09 marks)

(Q6) (a) How do you justify the worth of investment for "Research and Development" in any kind of organization? Elaborate your answer with three (03) suitable examples. (06 marks)

(b) Briefly discuss how Japanese 5S method is used for high quality work place. (09 marks)

(Q7) Transactions of ABC shop during the month of June 2023 are as follows. Prepare ledger accounts and the trial balance. (15 marks)

The owner invested money to the business Rs.500,000.

The business bought a motor vehicle Rs.75,000 on cash.

The business purchased goods Rs.150,000 on credit.

The business purchased goods Rs.200,000 on cash.

Sold the goods for Rs.100,000 on credit.

Sold the goods for Rs.85,000 on cash.

Received money from debtors Rs.75,000.

Paid money for creditors Rs.100,000.

Paid house rent Rs.60,000.

Paid electricity bill Rs.36,000.

Purchased furniture Rs.70,000.

Received Rs.120,000 income

(Q8) Write short notes on;

(a) Different levels of managers. (05 marks)

(b) Geographic segmentation. (05 marks)

(c) ISO Management system. (05 marks)