THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF ENGINEERING TECHNOLOGY
POSTGRADUATE DIPLOMA IN TECHNOLOGY IN INDUSTRIAL ENGINEERING – LEVEL 7
FINAL EXAMINATION – 2011/2012
MEM 7212 – BUSINESS ORGANIZATION AND MANAGEMENT
DATE : *26 February 2012*
TIME : *0930 hrs – 1230 hrs*
DURATION : *Three (03) hours*

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

1) Describe the important contributions made by Fedrick W Taylor to the field of Management? Comment critically on what you believe to be the limitations on implementing the Scientific Management Approach in Industrial Organisations?

2) Explain the major steps of the "Controlling Function" and the link between the Planning and Control? Identify and discuss the Control Techniques that are frequently used by industrial organizations?

3) How do Hygiene and Motivational Factors differ? What are the implications of the Herzberg's Two Factor Theory in motivating engineers, working in industrial organizations? Justify your answer?

4) 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 by referring to your own organization? Give examples?

5) Why do industrial organizations need managers? As explained by Mintzberg what are the major roles played by managers? Discuss the applicability of the above roles to Senior Managers in industrial organizations? Justify your answer giving examples?

6) Why the Layout of a manufacturing plant is of major importance in managing the manufacturing process? What studies and steps are considered to be important in designing of a Plant Layout? Discuss?

7) Briefly explain the main elements of the "Marketing Mix"? Discuss the importance of the concepts of Marketing Mix" and Market Segmentation in formulating Marketing Plans?

8) "Most advertising is a social waste because it merely diverts demand from one firm to another" Further, advertising also costs the consumer millions of rupees every year. Critically evaluate the above statements?