# The Open University of Sri Lanka
# Faculty of Engineering Technology

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| Study Programme | : | POSTGRADUATE DIPLOMA IN TECHNOLOGY IN INDUSTRIAL ENGINEERING |
| Name of the Examination | : | Final Examination |
| **Course Code and Title** | : | **MEM 7212 – BUSINESS ORGANIZATION AND MANAGEMENT** |
| Academic Year | : | 2012/13 |
| Date | : | 28th JULY 2013 |
| Time | : | 0930 hours -1230 hours |
| Duration | : | 3 hours |

**General instructions**

1. Read all instructions carefully before answering the questions.
2. This question paper consists of 8 questions. All questions carry equal marks.
3. Answer any 5 questions only.

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1) Discuss the four basic principles of Scientific Management propagated by Fedrick W Taylor. How do you apply these four principles to improve the productivity in industrial organizations? Give examples.

2) Why did the Hawthorne Experiments become a turning point in management? Explain the major conclusions of Hawthorne studies and their importance to managers in industrial organizations.

3) List out the major steps to be followed in delegating authority to subordinates in an organization to realize the full benefits. Briefly explain the benefits of delegation to the manager and to the organization. Answer should be supported by examples.

4) Critically assess the practical value of Maslow's Hierarchy of Needs Model in improving motivation of the non managerial employees of industrial organizations. Give Examples.

5) Distinguish between Formal and Informal organizations and explain their main characteristics. What functions are served by an informal organization? Justify your answer.

6) What are the major characteristics of a 'Good' Plant Layout and discuss its major advantages? Identify the basic information required to plan a Plant Layout.

7) Discuss the main characteristics of the Growth Stage and Maturity Stage of the Product Life Cycle. How do you plan Price and Promotion elements of the Marketing Mix, in the Growth & Maturity stages of products? Give Examples.

8) What are the main criteria that can be used to segment a given market? Briefly explain the three main strategies of market segmentation.

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