The Open University of Sri Lanka
Faculty of Engineering Technology

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	:	2013/14
Date	:	11th AUGUST 2014
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) What are the principles and techniques, a manager can use from the Scientific Management Approach propagated by Fedrick W Taylor, in improving the productivity of an industrial organization? Justify your answer with supporting examples.

2) Explain the three main components of an organization. Describe how your organization is structured, using four organizational principles recommended by Henry Fayol.

3) How do Hygiene factors differ from motivators? Critically assess practical value of Herzberg's Two Factor Theory of Motivation in improving the performance of managerial employees in your organization.

4) Explain the major steps of the Controlling Function of management. What are the Controlling techniques used by managers in industrial organizations? Give examples.

5) Why do employees join informal groups within the organization? How do you manage informal grouping that exist in an organization to achieve the organizational objectives? Make your recommendations.

6) What are the factors to be considered by Production Managers in planning a Plant Layout? List these factors and explain each of them. Give examples.

7) "Pricing is a Controllable Variable in Every Firm's Marketing Strategy" Explain the following pricing policies and their applicability in different market situations. Give examples.
   a) Market Penetration policy.
   b) Skimming Pricing policy.

8) Explain the different stages of the Product Life Cycle concept. What are the different marketing strategies to be adopted in each stage of the Product Life Cycle? Provide examples.

END