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e Open University of Sri Lanka
culty of Engineering Technology

dy Programme	:	POSTGRADUATE DIPLOMA IN TECHNOLOGY IN INDUSTRIAL ENGINEERING
me of the Examination	:	Final Examination
urse Code and Title	:	**MEM 7212 – BUSINESS ORGANIZATION AND MANAGEMENT**
ademic Year	:	2014/15
ate	:	09th AUGUST 2015
me	:	0930 hours -1230 hours
uration	:	3 hours

eneral 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) Critically analyse the contribution made by Scientific Management Approach, to the development of the modern management. Explain, how the present day managers in industrial organizations use Scientific Management Techniques to improve productivity. Support your answer with the relevant examples.

2) Henry Fayol described management as a universal set of functions. Briefly explain the above functions. How does the Administrative Management Approach by Henry Fayol differ from the Scientific Management Approach ? Explain.

3) Identify the Mission & Objectives of your own organization or an organization familiar to you. Explain the arrangement for the division of work and the coordination of work in different divisions/ departments, in the above organization. Provide examples.

4) Critically evaluate the practical value of the Maslow's Hierarchy of Needs Theory, in motivating non managerial employees in an industrial organization. Analytically compare the Maslow's Hierarchy of Needs with the Herzberg's Two Factor Theory of Motivation.

5) Briefly explain the major steps of the Scientific Planning Process. How does the Scientific Planning is used in industrial organizations to improve productivity? Give examples.

6) Explain briefly the characteristics of an effective "Plant Layout". What are the symptoms of poor "Plant Layout" ? Provide relevant examples.

7) Discuss the main approaches to "Market Segmentation". Identify the major segmentation variables that can be used in segmenting a market. Explain these variables, giving examples.

8) "If advertising were eliminated prices could be reduced and everybody would benefit" Critically examine the above statement giving examples.

END