



# UNIVERSITY OF RUHUNA

## Faculty of Engineering

End-Semester 5 Examination in Engineering: August 2015

Module Number: IS5304

Module Name: Industrial Management

[Three Hours]

[Answer all questions, each question carries ten marks]

[ Use separate booklets for Section A and Section B]

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### Section A

- Q1 a) "There are three levels of management with relative standing in an organization's hierarchy of authority". Explain these levels of management. [3 Marks]
- b) What are the various skills that an effective manager must possess? Are all these skills equally important? [4 Marks]
- c) What are the different roles that a manager is expected to play? Explain. [3 Marks]
- Q2 a) "The basic forces which drive the product development process are the developing needs of customers". Briefly discuss this statement. [4 Marks]
- b) Briefly explain different stages of product life cycle. [4 Marks]
- c) What do you mean by 'Purchasing Policy'? [2 Marks]
- Q3 a) Briefly explain the advantages and disadvantages of establishing sole traders. [3 Marks]
- b) Explain the key elements of market research. [2 Marks]
- c) Briefly explain the term 'displaced customers'. [2 Marks]
- d) What is mean by intellectual rights? [3 Marks]

- Q4 a) The term 'Management' refers to the process of getting activities completed efficiently and effectively with and through other people. Discuss [3 Marks]
- b) Briefly explain the four pillars of management [2 Marks]
- b) Write a short essay on "Importance of acquiring management knowledge for engineering undergraduates" [5 Marks]

### Section B

Q5. Briefly determine the legal consequences of the following situations. Your answer should be supported with relevant decided cases, if any.

- (a) Panthaka, contracted with Subair, a construction Engineer, to build a two story house on a plot of land belongs to Panthaka. At the time of negotiations, Panthaka clearly gave all the specification for the construction. According to those instructions it was required to construct a boundary wall, use Italian bathroom fittings and install a solar hot water system. Although Subair constructed the house, he failed to construct the boundary wall.
- (b) Sanjeewa, a professional engineer, entered into a written employment contract with CIENDE, a Galle based civil-engineering design firm. Sanjeewa's contract of employment stated that, for a period of five years after the termination of employment, he would not practice professional engineering either alone, or in conjunction with, or as an employee, agent, principal, or shareholder of an engineering firm anywhere in the Southern Province. During the Sanjeewa's employment with the design firm, he dealt directly with many of the firm's clients. After three year of service, one day Sanjeewa resigned from the job and immediately set up an engineering firm in Matara.
- (c) Nusky is a software engineer. He worked for Soft-Magic, a leading business dealing with manufacturing software, system integration solutions, software applications, network solutions etc. During the job, Nusky had access to important information including list of customers and specific techniques of repairing software problems. One day Nusky left the Soft-Magic and set up a firm similar to business of Soft- Magic. The name of the new firm was 'The Most Soft- Magic'.
- (d) Kumar is an engineer by profession and specialized in material science and engineering. Sudath wanted to obtain some advice from Kumar before buying a new house. Kumar inspected the house, done some tests and gave a recommendation to buy the house. Relying on these recommendations, Sudath purchased the house. However, two months later the house started collapsing on its foundation.

[2X5 Marks]

Q6. Write comprehensive notes on any four (04) of the following.

- (a) Discharge of a contract.
- (b) Test to differentiate a contract of service from a contract for service.
- (c) Requirements of a valid contract.
- (d) Relevance of intellectual property law for engineering.
- (e) Delictual liability of engineers.
- (f) Ethical aspect of engineering.
- (g) Creation of agency and termination of agency.

[2.5X4 Marks]