



UNIVERSITY OF RUHUNA

Faculty of Engineering

End-Semester 5 Examination in Engineering: December 2020

Module Number: IS5304

Module Name: Industrial Management

[Three Hours]

[Answer **all question**, each question carries ten marks]

[Use separate booklets for **Section A** and **Section B**]

Section A

Q1 a) Briefly explain the terms 'efficiency' and 'effectiveness'.

[2 Marks]

b) Explain the four basic functions of management process.

[4 Marks]

c) What are the three main skills that an effective manager must possess? Are all these skills equally important? Discuss.

[4 Marks]

Q2 a) All companies are required to pay attention on 'product development' in this competitive dynamic business environment. Explain customer's need for a Product Development.

[4 Marks]

b) What do you mean by 'Product Life Cycle'? Explain the different phases of product life cycle.

[4 Marks]

c) What do you mean by 'Intellectual Property Rights'? Explain briefly.

[2 Marks]

Q3 a) Briefly explain the advantages of establishing a partnership business.

b) Briefly explain the advantages of operating as a company. [2 Marks]

[2 Marks]

c) Explain the key elements of market research.

[3 Marks]

d) Compare 'Centralized Purchasing' Vs. 'Decentralized Purchasing'.

[3 Marks]

Q4. Find the critical path and the project completion time for the following project.

Activity	Predecessor	Duration (days)
A	-	2
B	A	4
C	A	2
D	A	2
E	A	6
F	B	4
G	D	4
H	E	10
J	F	2
K	C,F,G	2
L	H	2
M	J	4

[10 Marks]

Section B

- Q5. Nuwan, an undergraduate student, has received conflicting ideas from his fellow students on the following statements. Now he seeks your assistance to clarify whether the following statements are correct. You are required to explain briefly as to whether the following statements are true or false.

Your answer should be supported with relevant provisions of law and decided cases, if any.

- a) Engineering professionals have nothing to do with ethics whatsoever.
- b) Anyone can enter into a contract on anything.
- c) An engineer should not cause a nuisance.
- d) There is no bar to use any logo for the newly established Engineering Consultancy Firm.
- e) An engineer cannot employ a woman for nightshifts at all.

[10 Marks]

- Q6. Briefly determine the legal consequences of the following situations. Your answer should be supported with relevant decided cases, if any.

- (a) Dilan, a young engineer agreed to buy a vehicle from Thilan, a vehicle trader in the area. Dilan examine the vehicle and bought it by thinking that it was a brand new vehicle. However, it was a reconditioned one and Thilan knew about that.
- (b) An Ice Cubes Manufacturing Company in Galle contracted with a carrier to transport a consignment of Ice Cubes to Colombo. Although the Carrier started the journey as scheduled, the vehicle could not move further due to the closure of Galle-Colombo Highway at some point. Since the ice began melting, the Carrier sold the consignments of Ice Cube to a local dealer nearby.

[10 Marks]