



UNIVERSITY OF RUHUNA

Faculty of Engineering

End-Semester 5 Examination in Engineering: July 2017

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 what is 'management' in your words. [3 Marks]
- b) Briefly explain the four basic functions of management process. [4 Marks]
- c) Describe the nature and responsibilities of Top managers, Middle managers and Front-line managers [3 Marks]
- Q2 a) All companies are required to pay attention on 'product development' in this competitive dynamic business environment. Discuss this briefly. [2 Marks]
- b) What do you mean by 'centralized purchasing function'? Explain the suitability and how we can use it at the Faculty of Engineering, University of Ruhuna. [4 Marks]
- c) Briefly explain the main activities in purchasing. [2 Marks]
- d) What do you mean by 'Intellectual Property Rights'? Explain briefly. [2 Marks]

- Q3 a) Briefly explain the advantages and disadvantages of a franchise. [4 Marks]
- b) Explain the key elements of market research. [2 Marks]
- c) Explain the advantages and disadvantages of operating as a partnership. [4 Marks]

Q4. Draw the network diagram and find the critical path/s and the project completion time for the following project.

Activity	Duration	Predecessor
A	10	-
B	15	-
C	6	-
D	13	B
E	15	B
F	14	B
G	8	A,D
H	12	A,D
I	9	F
J	8	F
K	10	C,J
L	13	H,E,I,K
M	9	C,J

[10 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) Nuwan is the owner of a farm with 15 acres of land. Brilliant Copper Product Ltd, a copper melting business, established their new manufacturing plant a short distance from Nuwan's house. Few weeks later, Nuwan came to know about an enormous damage caused by the melting works to his crops, trees and flora.

[05 Marks]

(b) Silva was appointed as a Sales Agent of the Budget House Construction Co. Ltd to sell newly build houses on commission. Now, it is revealed that Silva has gained some commissions from buyers.

[05 Marks]

Q6. (a) Although it is difficult to distinguish an independent contractor from an employee, some tests are accepted in the field of Labour Law. Briefly explain those tests.

[05 Marks]

(b) Briefly explain the various types of intellectual property recognized by the Intellectual Property Act No. 36 of 2003 while highlighting the importance of knowledge of those types of intellectual property for Engineers.

[05 Marks]