



UNIVERSITY OF RUHUNA

Faculty of Engineering

End-Semester 3 Examination in Engineering: March 2026

Module Number: IS3321

Module Name: Fundamentals of Management for Engineers (C - 23)

[Three Hours]

[Answer all questions]

Q1.

a) Briefly explain the following organizational approaches.

- i) Classical approach
- ii) Neo-classical approach
- iii) Modern approach

[3 Marks]

b) Explain the levels of management of an organization and the type of skill/skills that each level of management is needed.

[3 Marks]

c) Describe the importance of following four (4) functions of the management process for an organization.

- i) Planning
- ii) Organizing
- iii) Directing
- iv) Controlling

[4 Marks]

d) Explain why it is important for a small-scale organization manager to play the Spokesperson role.

[2 Marks]

Q2.

- a) Explain the concept of 'Human Resource Planning' and its importance in organizations.

[4 Marks]

- b) Discuss the importance of training and development in improving employee performance in technologically changing environments.

[4 Marks]

- c) Explain how performance management contributes to employee motivation.

[4 Marks]

Q3.

- a) Briefly explain, what is a 'Project' by giving at least two (02) characteristics of a project.

[2 Marks]

- b) Briefly explain following project management activities.

- i) Planning
- ii) Scheduling
- iii) Controlling

[3 Marks]

- c) Describe the role of Project Manager with four (04) activities.

[4 Marks]

- d) Explain three (03) ethical issues that a Project Manager might face.

[3 Marks]

Q4.

- a) Explain the importance of inventory management for an organization.
[2 Marks]
- b) Briefly explain the difference between 'Ordering cost' and Holding cost 'of inventory management.
[2 Marks]
- c) Discuss the differences between four (04) main plant layouts.
[4 Marks]
- d) Explain four (04) main production systems with their applications in organizational settings.
[4 Marks]

Q5.

- a) Briefly explain two (02) factors influencing customer behaviour.
[2 Marks]
- b) Describe the importance of understanding customer behaviour for an organization.
[3 Marks]
- c) Explain each 'P' of marketing mix, in terms of a real-world product.
[4 Marks]
- d) Briefly explain the following terms.
 - i) Segmentation
 - ii) Targeting
 - iii) Positioning
[3 Marks]