



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Faculty of Commerce and Management Studies

Bachelor of Business Management (General) Second Year Examination (External) – 2019

May – 2023

BMGT E2065 – Organization Theory and Design

No. of Questions: Six (06)

Answer **Four (04)** questions only.

Time: 03 hours

Question No. 01 is compulsory and answer another Three (03) questions.

Question No. 01

‘Star Shine Private Limited’ company manufactures sports shoes to a niche segment of the market. The firm consists with six factories which cater different designs in every month. The product design varies due to the age differences of the customers, type of the need; such as casual wear, sportswear, office wear etc... for different prices. The company wishes to establish new plants in Polonnaruwa and Colombo to expand their manufacturing capacity and to cater novel target groups who are in sports. The CEO of the company wishes to employ only one Human Resource manager and one Finance manager for all the different plants including the new plants. They are focusing to increase the geographical areas that can be covered with new target markets and product varieties that can be offered to markets.

- a) How do the external (Macro) environment which means general and task environment influence the new plant? (10 marks)

- b) Which aspects the new plant should concern on newly when compared to the existing plants? (10 marks)
- c) Which organizational structure you suggest to “Star Shine Private Limited” company? Provide justifiable reasons and give a pictorial structure for your suggestion.

(20 marks)

(Total Marks 40)

Question No. 02

- a) Draw and describe the stages of an organizational life cycle supporting a real-world example.
- b) What are the roles of an organizational culture towards the success of an organization? Explain.

(10 marks)

(10 marks)

(Total 20 Marks)

Question No. 03

- a) “Today, successful companies develop relationships with numerous other organizations cutting across traditional business boundaries”. Describe the changing role of management in maintaining inter-organizational relationships.
- b) Discuss the strategies which are using by the organizations to reduce resource dependence.

(10 marks)

(10 marks)

(Total 20 Marks)

Question No. 04

- a) 'An organization functions best when the social and technical systems are designed to fit one another'. Describe this statement highlighting the importance of the "Sociotechnical Systems Approach".
- b) Describe the impact of introducing new technology on the job design of the employees in the organization.

(10 marks)

(10 marks)

(Total 20 Marks)

Question No. 05

"Digital Office Ltd" is a leading software development company in the United States. While in search of markets abroad, the company found that the Indian government was restructuring government policies and procedures with the aim of accelerating economic growth. The company decided to take advantage of simplified export policies and the removal of tariff restrictions in India. In addition, identified that they can find skilled labourers at the lowest cost when they operate the business in India. Therefore, the Digital office decided to set up its office in Delhi with a view to capturing the Indian market.

- a) Identify the motivation for the global expansion of Digital Office.
- b) What are the challenges that Digital Office have to face when they operate their business in India?

(10 marks)

(10 marks)

(Total 20 Marks)

Question No. 06

- a) "Power is the ability of a person to influence the behaviour of another person". Describe the five (05) sources of interpersonal power.

(10 marks)

- b) Describe the political methods used to gain power in organizations with suitable examples.

(10 marks)

(Total 20 Marks)