



UNIVERSITY OF KELANIYA – SRI LANKA

Centre for Distance and Continuing Education

FACULTY OF COMMERCE & MANAGEMENT STUDIES

Bachelor of Commerce (Special) Degree First Year Examination (External) – 2014

June/ July 2019

BCOM E1015 – Principles of Management

No. of questions: Six (06)

Time: 03 hours

Answer only five (05) questions.

(01)

- a) What do you mean by Management? Explain.

(05 Marks)

- b) Why organizations need to achieve Efficiency and Effectiveness?

(07 Marks)

- c) Managers at different level of the organization requires different managerial skills to a different degree. Do you agree with this statement? Rationalize your answer with examples.

(08 Marks)

(Total 20 Marks)

(02)

- a) What is Unity of Command?

(03 Marks)

- b) Distinguish between Centralization and Decentralization.

(07 Marks)

- c) Explain the different bases of Departmentation.

(10 Marks)

(Total 20 Marks)

(03)

- a) What are the primary managerial activities that involves in planning?

(03 Marks)

- b) One categorization of types of planning is planning which depends on frequency of use. Discuss.

(04 Marks)

- c) “Planning guides an organization”. Briefly explain the statement highlighting the benefits of planning.

(13 Marks)

(Total 20 Marks)

(04)

a) What are the key variables of Leadership?

(04 Marks)

b) Explain leadership styles proposed by Lewin's Lowa Study.

(07 Marks)

c) "Good management is possibly impossible without appropriate leadership". Critically analyze the statement.

(09 Marks)

(Total 20 Marks)

(05)

a) What is Communication?

(04 Marks)

b) Explain the various elements in the process of communication.

(06 Marks)

c) "Motivation is an integral part of an organization". Briefly explain the statement highlighting the benefits of motivation.

(10 Marks)

(Total 20 Marks)

(06) Write short notes on the following:

a) Centralization

b) Decision Making Process

c) Control Process

d) Laissez-faire Leadership

e) Span of Control

(04 Marks each)

(Total 20 Marks)