



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) – 2019

April 2023

BCOM E1015 – Principles of Management

No. of questions: Six (06)

Time: 03 hours

Answer only five (05) questions.

Question No. 01

- a) Briefly describe different types of managerial skills needed by different levels of managers.
(05 Marks)
 - b) “Management is to coordinate and organize an organization's many operations so that those actions may contribute to the company achieving its goals.” Briefly explain this statement emphasizing the system approach of management.
(07 Marks)
 - c) “Organizational Culture is about the organization’s overall performance and making employees feel good about how they contribute to the whole” Comment on this statement with an example.
(08 Marks)
- (Total 20 Marks)

Question No. 02

- a) Why a contingency plan is relevant for the correct functioning of each company? Explain.
(05 Marks)
 - b) “Plans are nothing; planning is everything”. Briefly explain this statement highlighting the importance of planning.
(07 Marks)
 - c) Briefly explain steps in planning process with an example.
(08 Marks)
- (Total 20 Marks)

Question No. 03

- a) Explain five (05) characteristics of a formal organization. (05 Marks)
 - b) Explain the process of organizing with an example. (07 Marks)
 - c) Briefly explain and elaborate three (03) types of organizational structures with examples. (08 Marks)
- (Total 20 Marks)

Question No. 04

- a) “Leadership is lifting a person's vision to high sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations” Comment on this statement emphasizing the three (03) types of leadership styles based on authority with examples. (10 Marks)
 - b) Briefly explain four (04) common business ethical dilemmas. (10 Marks)
- (Total 20 Marks)

Question No. 05

- a) Briefly describe differences of upward and downward communication. (05 Marks)
 - b) Describe the process of controlling with an example. (07 Marks)
 - c) Explain the applicability of Reinforcement theory in today’s organizations. (08 Marks)
- (Total 20 Marks)

Question No. 06

a) Briefly explain five (05) components of Human Resources Management. (05 Marks)

b) “Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment.” Evaluate this statement emphasizing the responsibilities of the businesses to society. (07 Marks)

c) Briefly explain four (04) roles in organizational change. (08 Marks)
(Total 20 Marks)

