



# 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) – 2021

October 2023

#### **BCOM E1015 – Principles of Management**

**No. of questions: Four (04)**

**Time: 03 hours**

**Answer All questions.**

#### **Question No. 01.**

- a). "Management is the art of getting things done through and with people in formally organized groups." Briefly describe this statement emphasizing the importance of management to businesses.  
(07 Marks)
- b). Briefly explain criticisms of Taylor's Scientific Management Approach.  
(08 Marks)
- c). "A great culture exemplifies positive traits that lead to improved performance, while a dysfunctional company culture brings out qualities that can hinder even the most successful organizations." Comment on this statement by highlighting the qualities of a great organizational culture.  
(10 Marks)

**(Total 25 Marks)**

#### **Question No. 02**

- a). "Planning is the design of a desired future." Briefly explain this statement, highlighting the benefits of planning to an organization.  
(07 Marks)
- b). Explain the importance of the Mission Statement to an organization by providing an example.  
(08 Marks)

- c). Even though the awareness of business opportunities is not a step of the planning process, it is essential to get a thorough knowledge regarding the business opportunities available. Briefly explain the steps in the planning process with an example.

(10 Marks)

**(Total 25 Marks)**

**Question No. 03**

- a). "A properly designed and balanced organization facilitates both management and operation of the enterprise." Comment on this statement highlighting the importance of organizing function.

(07 Marks)

- b). Describe the advantages and disadvantages of centralized and decentralized organizations.

(08 Marks)

- c). Briefly explain and elaborate on three (03) organization chart types with examples.

(10 Marks)

**(Total 25 Marks)**

**Question No. 04**

- a). "Democratic Leadership can be defined as governing of the people, by the people, for the people." Briefly describe consultative and persuasive styles of democratic leadership.

(07 Marks)

- b). Briefly explain the controlling process of an organization with an example.

(08 Marks)

- c). Explain the applicability of Maslow's hierarchy of needs theory in today's organizations.

(10 Marks)

**(Total 25 Marks)**