



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) – 2022

April 2024

BCOM E1015 – Principles of Management

No. of questions: Five (05)

Time: 03 hours

Answer All questions.

Question No. 01

- a). “Human Relation skills are equally important to each managerial level.” Briefly explain.
(05 Marks)
- b). Analyze the various roles that managers play within an organization. Provide examples for each role.
(07 Marks)
- c). Explain the four functions of management and provide examples of each function in action within an organization.
(08 Marks)

(Total 20 Marks)

Question No. 02

- a). Why is planning considered as the foundation of management process?
(05 Marks)
- b). Discuss the purpose of strategic, operational, and contingency plans and how they contribute to organizational effectiveness.
(07 Marks)
- c). Explain the importance of aligning plans with organizational goals and objectives. How do managers ensure that plans are consistent with the organization's overall goals and objectives?
(08 Marks)

(Total 20 Marks)

Question No. 03

- a). Why is organizing considered essential for achieving organizational goals? Provide examples to illustrate the importance of organizing in different organizational contexts.
(07 Marks)
- b). Explain the concept of organizational structure and its importance elaborating three (03) types of organizational structures with examples
(13 Marks)

(Total 20 Marks)

Question No. 04

- a). Identify and discuss key traits and characteristics commonly associated with effective leaders.
(06 Marks)
- b). Discuss the role of ethical leadership in building a positive organizational culture and reputation with an example.
(06 Marks)
- c). Explore the role of leaders in managing crises and navigating challenging situations. Provide examples of leaders who have demonstrated resilience and leadership in crisis situations.
(08 Marks)

(Total 20 Marks)

Question No. 05

- a). Why is motivation essential for organizational success? Provide examples to illustrate the impact of motivation on employee performance and organizational outcomes.
(07 Marks)
- b). Analyze Maslow's Hierarchy of Needs theory and Expectancy Theory and their implications for understanding employee motivation. How do these theories explain the factors that influence employee motivation and satisfaction?
(13 Marks)

(Total 20 Marks)