



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) – 2023

May – 2025

BCOM E 1015 - Principles of Management

No. of questions: Six (06)

Answer any five (05) questions.

Time: 03 hours

Question No. 01

- a) Briefly explain the difference between effectiveness and efficiency.
(05 Marks)
 - b) Briefly explain four (04) criticisms of Taylor's Scientific Management Approach.
(07 Marks)
 - c) Discuss Henry Mintzberg's managerial roles and explain how they help managers to perform their responsibilities effectively in modern organizations. Provide examples to support your answer.
(08 Marks)
- (Total 20 Marks)**

Question No. 02

- a) How does effective planning contribute to achieve organizational goals? Discuss.
(05 Marks)
 - b) Examine the challenges managers face in the planning process and suggest strategies to overcome them.
(07 Marks)
 - c) "Failing to plan is planning to fail." Critically evaluate this statement.
(08 Marks)
- (Total 20 Marks)**

Question No. 03

- a) Why is decision-making considered a vital part of every managerial function? Briefly explain.

(05 Marks)

- b) Discuss the importance of identifying and defining a problem accurately as the first step in the decision-making process.

(07 Marks)

- c) How can managers overcome the barriers to effective decision making in organizations. Discuss with an example.

(08 Marks)

(Total 20 Marks)

Question No. 04

- a) How do managers ensure proper coordination between departments and teams within an organization? Briefly explain.

(05 Marks)

- b) Setting examples where necessary, compare and contrast centralized and decentralized organizational structures.

(07 Marks)

- c) "A properly designed and balanced organization facilitates both management and operation of the enterprise." Comment on this statement.

(08 Marks)

(Total 20 Marks)

Question No. 05

- a) How does transformational leadership style differ from transactional leadership style?

(05 Marks)

- b) Evaluate the challenges leaders face when managing diverse teams in organizations.

(07 Marks)

- c) Discuss the differences between a manager and a leader. Can a person be both? Justify your answer with examples.

(08 Marks)

(Total 20 Marks)

Question No. 06

- a) How do planning and controlling functions complement each other in effective management? Briefly explain.

(05 Marks)

- b) Evaluate feed-forward, concurrent, and feedback control techniques with examples.

(07 Marks)

- c) How can managers ensure control systems do not become overly restrictive or harmful to employee morale? Discuss.

(08 Marks)

(Total 20 Marks)

