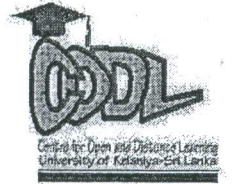




University of Kelaniya - Sri Lanka
Centre for Open and Distance Learning



Faculty of Commerce and Management Studies

Bachelor of Commerce (Special) Degree Examination (External) – 2008

Year I

BCOM E 1015 – Principles of Management

No. of questions: Seven (07)

Time: 03 hours

Answer any five (05) questions.

- 1) a) “The public sector organizations have failed due to the mismanagement”. Do you agree with this statement? Explain.
(12 marks)
- b) How are managers contributions so important to an organization for attaining its goals?
(08 marks)
(Total 20 marks)
- 2) a) Why is the study of history of management important in management education? Explain your answer with examples.
(10 marks)
- b) Do you think the neoclassical theory is a radically different theory in relation to the classical theory? Give reasons.
(10 marks)
(Total 20 marks)
- 3) a) “There is no any difference between objectives and strategies in an organization” What is your idea about this? Explain with examples.
(08 marks)
- b) Describe with examples the importance of the “SWOT” analysis in the planning process.
(12 marks)
(Total 20 marks)
- 4) a) Explain the importance of organizational Chart for an organization.
(06 marks)
- b) Briefly describe the process of delegation of authority.
(06 marks)
- c) Distinguish between centralization and decentralization.
(08 marks)
(Total 20 marks)

5)

- a) "All managers are not leaders". Do you agree with this statement? Give reasons highlighting requirements to be an effective manager.

(10 marks)

- b) Explain different leadership styles. How do you relate those styles to the managerial grid?

(10 marks)

(Total 20 marks)

6)

- a) Nelma Company has just had a budget cut and morale is low among the staff. What are the non-financial ways to raise the level of staff motivation?

(08 marks)

- b) What is the relationship between Herzberg's two factor theory and Maslow's hierarchy of needs theory?

(12 marks)

(Total 20 marks)

7)

- a) "Without effective communication managers cannot manage". Do you agree with this statement? Give reasons.

(08 marks)

- b) Is there any relationship between planning and controlling? Explain your answer.

(08 marks)

- c) Explain the role of external auditing?

(04 marks)

(Total 20 marks)