



University of Kelaniya – Sri Lanka

External Examinations Branch

Faculty of Commerce and Management

Bachelor of Commerce (Special) Degree Examination (External) – 2009

Year I

BCOM E 1015 – Principles of Management

No. of questions: Seven (07)

Time: 03 hours

Answer any five (05) questions.

- (01) a) Why management is identified as a process? (05 marks)
- b) Describe the factors, that cause to increase the complexity of modern management. (07 marks)
- c) “Present managers assign with more social responsibility than the managers in past”. Discuss. (08 marks)
(Total 20 marks)
- (02) a) “All managers should pay their special attention to human relations” Do you agree with this statement? Give reasons. (06 marks)
- b) Explain the different managerial roles with examples. (07 marks)
- c) Explain the impact of the organizational environment to a business. (07 marks)
(Total 20 marks)
- (03) a) “Planning is the most important managerial function in an organization”. Do you agree? Explain. (05 marks)
- b) Explain the importance of the SWOT analysis in the planning process. (07 marks)
- c) Explain the steps of decision making process through example. (08 marks)
(Total 20 marks)
- (04) a) “All managers are leaders”. Comment on this statement. (05 marks)
- b) What are the power sources of a leader? (05 marks)
- c) Contrast the Behavioural Theory of Leadership with Trait Theory. (10 marks)
(Total 20 marks)

- (05) a) What is the significance borne by the needs hierarchy theory in motivating employees?
(05 marks)
- b) How Hertzberg's Two Factor Theory differ from Maslow's Need Hierarchy Theory.
(05 marks)
- c) "Motivation alone cannot result in performance. There must be ability on the part of the worker and the work structure must be conducive to work". To what extent do you agree with this statement.
(10 marks)
(Total 20 marks)

- (06) a) Describe the pros and cons of different communication methods.
(06 marks)
- b) Briefly explain the barriers for effective communication.
(07 marks)
- c) Explain the importance of 'controlling'.
(07 marks)
(Total 20 marks)

(07) Write short notes on following.

- a) Departmentalization
- b) Span of control
- c) Scalar Principle
- d) Chain of command
- e) Delegation of authority

(05 x 04 = 20 marks)
(Total 20 marks)