



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) – 2011

August/September 2013

Year I

BCOM E1015 – Principles of Management

No. of questions: Seven (07)

Time: 03 hours

Answer for any five (05) questions.

(01)

- a) Organizations are needed to serve the society but how well organizations achieve their goals depends on management. Discuss.

(12 marks)

- b) How does the importance of management change depending on management level.

(08 marks)

(Total 20 marks)

(02)

- a) “History does not repeat again. Therefore no point at studying past management theory”. Do you agree? Explain.

(08 marks)

- b) Briefly explain the systems theory and discuss its usefulness to managers.

(12 marks)

(Total 20 marks)

(03)

- a) Why does planning is often called the primary function of management.

(05 marks)

- b) Explain the major steps that make up the formal planning process.

(10 marks)

- c) Why is a SWOT analysis useful.

(05 marks)

(Total 20 marks)

(04) “Organizing is the process of creating an organization’s structure” What are the key elements used in designing an organization’s structure?

(20 marks)

(05)

a) “There are both similarities and difference between Maslow’s and Herzberg’s contributions to motivation”. Discuss.

(10 marks)

b) Is it correct to say that motivational problems have contributed to labour unrest in Sri Lanka. Explain you answer.

(10 marks)

(Total 20 marks)

(06)

a) Explain the importance of communication for managers. What are the barriers to effective communication?

(10 marks)

b) “Spending on activities of Corporate Social Responsibility (CSR) is waste of money” Do you agree? Explain.

(10 marks)

(Total 20 marks)

(07) Write short notes.

a) Management By Objectives (MBO)

b) Perfect Leader

c) Trait Theory

d) Controlling Process

(05 marks for each)

(Total 20 marks)