



# UNIVERSITY OF KELANIYA – SRI LANKA

## Centre for Distance and Continuing Education

### Faculty of Commerce & Management Studies

Bachelor of Commerce (Honours) Degree First Year Examination (External) – 2024

April – 2026

#### BCOM 18015 - Principles of Management

No. of questions: Six (06)

Answer any five (05) questions.

Time: 03 hours

---

#### Question No. 01

- a) Briefly explain the importance of management to modern organizations. (05 Marks)
- b) “Managers must possess a combination of technical, human, and conceptual skills.” Briefly explain this statement. (07 Marks)
- c) Explain the different levels of management in an organization and describe the key responsibilities at each level. (08 Marks)

(Total 20 Marks)

#### Question No. 02

- a) Planning is the primary function of management.” Briefly explain this statement. (05 Marks)
- b) Analyze the importance of planning for organizational success. Provide examples to support your answer. (07 Marks)
- c) Explain the steps involved in the planning process in an organization using an example. (08 Marks)

(Total 20 Marks)

**Question No. 03**

- a) "Organizing is essential for the effective implementation of plans." Briefly explain this statement.  
(05 Marks)
- b) Discuss the concept of delegation of authority and its importance in organizations. Provide examples.  
(07 Marks)
- c) Explain the difference between centralization and decentralization of authority in organizations.  
(08 Marks)

**(Total 20 Marks)**

**Question No. 04**

- a) Define leadership and briefly explain its key characteristics.  
(05 Marks)
- b) Analyze the importance of leadership in improving employee performance in organizations. Provide examples.  
(07 Marks)
- c) Explain the different leadership styles with examples.  
(08 Marks)

**(Total 20 Marks)**

**Question No. 05**

- a) "Controlling ensures that organizational activities are aligned with planned objectives." Briefly explain this statement.  
(05 Marks)
- b) "Performance standards are essential for effective control." Briefly explain this statement.  
(07 Marks)
- c) Discuss the challenges managers face when implementing control systems in organizations. Provide examples.  
(08 Marks)

**(Total 20 Marks)**

**Question No. 06**

a) "Communication is the lifeblood of an organization." Briefly explain this statement.

(05 Marks)

b) Discuss upward, downward, and lateral communication. Provide examples.

(07 Marks)

c) Explain the barriers to effective communication in organizations.

(08 Marks)

**(Total 20 Marks)**

