



University of Kelaniya - Sri Lanka

*Centre for Distance and Continuing Education*

**Faculty of Commerce & Management Studies**

Bachelor of Business Management (General) Degree First Examination (External) – 2024

April/ May - 2026

**BMGT E 1015 - Principles of Management**

No. of Questions: Eight (08)

Time: 03 hours

Answer any **five (05)** questions.

Each question carries 20 marks.

**Question No. 01**

- a) “Top Management mainly needs relational skills in performing their tasks”. Do you agree with this statement? Justify your answer, using an example

(09 Marks)

- b) Briefly mentioned Mintzberg’s Managerial Roles and their pertinent sub roles.

(11 Marks)

**(Total 20 Marks)**

**Question No: 02**

- a) “Organizational environment can be classified in many ways” Present a one such classification of organizational environment, giving examples.

(07 Marks)

- b) Present a 'SWOT' analysis using an example, showing at least three strengths, weaknesses, opportunities, and threats of a selected organization. Reveal your assumptions, if any.

(13 Marks)

**(Total 20 Marks)**

**Question No: 03**

- a) Describe the meaning of 'planning'

(04 Marks)

- b) What is the importance of planning?

(06 Marks)

- c) Explain the planning process, using an example.

(10 Marks)

**(Total 20 Marks)**

**Question No: 04**

- a) What is controlling?

(04 Marks)

- b) Show the importance of controlling, using examples.

(06 Marks)

- c) Explain the controlling process using an example.

(10 Marks)

**(Total 20 Marks)**

**Question No: 05**

- a) Explain the following concepts with an example for each concept

- i. Division of labour
- ii. Departmentalisation
- iii. Unity of command
- iv. Span of control

(02 marks × 4 = 08 Marks)

- b) Recommend a suitable organisational structure for an organisation operating in a fast-changing business environment with a large workforce. Explain how your proposed structure can:
- i. Balance centralisation and decentralization
  - ii. Improve operational efficiency
  - iii. Enhance clarity in roles and responsibilities

(12 Marks)

**(Total: 20 Marks)**

**Question No: 06**

- a) Explain three high-performance work practices that organisations can adopt to attract and retain highly talented employees.

(08 Marks)

- b) Describe the stages of group development and explain how understanding these stages can improve team collaboration and project outcomes in an organisation. Use a relevant example to support your answer.

(12 Marks)

**(Total: 20 Marks)**

**Question No: 07**

- a) Explain two key leadership challenges faced by organisations in the 21st-century workplace.

(08 Marks)

- b) Compare transactional leadership and transformational leadership.

(04 Marks)

- c) Explain how both transactional and transformational leadership styles can be applied to enhance employee motivation, engagement, and organisational performance within a team. Use a relevant example.

(08 Marks)

**(Total: 20 Marks)**

**Question No: 08**

- a) Explain two interpersonal communication strategies that can be used to improve team collaboration, reduce misunderstandings, and enhance employee engagement in organisations using examples.

(08 Marks)

- b) Discuss two contemporary theories of employee motivation and explain how they can be applied to motivate diverse employees and improve overall team performance. Use examples to support your answer.

(12 Marks)

**(Total: 20 Marks)**