



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) – 2023

May - 2025

BMGT E 1015 - Principles of Management

No. of Questions: Eight (08)

Time: 03 hours

Answer any five (05) questions out of Eight (08) questions.

Question No. 01

a) Describe the meaning of management and the importance of management to organizations, employees and the nation at large.

(10 Marks)

b) Briefly describe the major processes of management (traditionally called 'management functions') and how they are interconnected together.

(10 Marks)

(Total Marks 20)

Question No. 02

a) Describe the *managerial roles* and how the managers in different levels in the management hierarchy can play those roles. Use examples appropriately.

(10 Marks)

- b) What are the major managerial skills? Explain using examples for each skill on how they can be used by managers for achieving organization goals and objectives.

(10 Marks)

(Total Marks 20)

Question No. 03

- a) Explain, using suitable examples, the importance of planning in organizational success.

(06 Marks)

- b) Describe the planning process using an example.

(08 Marks)

- c) Briefly describe strategic, tactical and operational plans, and give examples for each type of plan.

(06 Marks)

(Total Marks 20)

Question No. 04

- a) Provide a classification for the organizational environment and its components.

(04 Marks)

- b) What instruments can be used in internal and external environment analysis of organizations?

(04 Marks)

- c) Explain how internal and external environments of an organization can be analyzed using the instruments you mentioned in question 4.b above. Use examples appropriately.

(12 Marks)

(Total Marks 20)

Question No. 05

- a) Briefly explain the purpose of studying various schools of management thought.

(08 Marks)

- b) How can organizations in today's business world understand and apply different schools of thought in management in managing their organizations? Explain.

(12 Marks)

(Total Marks 20)

Question No. 06

- a) Mention three differences between *groups* and *teams*.

(06 Marks)

- b) Differentiate between *task groups* and *interest groups* in an organizational context.

(06 Marks)

- c) Briefly explain four key components that determine team performance and satisfaction.

(08 Marks)

(Total Marks 20)

Question No. 07

- a) "A satisfied employee is a motivated employee." Explain.

(10 Marks)

- b) "While all managers hold authority, not all of them are effective leaders." Do you agree? Justify your answer with reasons.

(10 Marks)

(Total Marks 20)

Question No. 08

- a) Explain four barriers to interpersonal communication.

(08 Marks)

- b) Explain the key elements of the communication process model. Provide an example to illustrate each component.

(12 Marks)

(Total Marks 20)