



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 06
Total Marks : 70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

1000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2023

Three Hours

BBA 11013- Principles of Management

Academic Year 2022/2023

Instructions

- The question paper contains 06 questions.
- Answer Only 05 questions.



QUESTION ONE

- i. Briefly explain the decisional role of a manager. (03 marks)
 - ii. "Artificial Intelligence (AI) and many innovative technologies assist the managerial tasks in organizations where in the future management task might be done with machines."
Do you agree with this statement? Explain your answer. (05 marks)
 - iii. "Managers in present-day organizations continuously use the quantitative approach for their decision-making". Do you agree with this statement? Explain with examples. (06 marks)
- (Total marks 14)

QUESTION TWO

"Effective organizing is a cornerstone of management that is essential to the success of any enterprise." Answer the following questions:

- i. What are the reasons for organizing? (03 marks)
 - ii. Describe how the specialization of labor leads to economies and diseconomies of work. (05 marks)
 - iii. Describe the six elements in organizational design. (06 marks)
- (Total 14 marks)

QUESTION THREE

"Organizational culture has a significant impact on an organization's success and performance." In light of this, answer the following questions:

- i. Define organizational culture and explain its significance. (03 marks)
 - ii. Discuss dimensions of organizational culture in brief. (05 marks)
 - iii. Explain how employees learn about the organization's culture and give some examples. (06 marks)
- (Total marks 14)

QUESTION FOUR

"Employee motivation is essential to the success of any business." Answer the questions below to show that you understand the concepts and theories behind how to motivate employees:

- i. Define the term motivation and name three key elements of motivation. (03 marks)
- ii. Name **four** early theories of motivation and briefly explain **two** of them. (05 marks)
- iii. Read the following mini case and advise the manager to solve the problem by adhering to relevant motivation theories.

"Mala works as a nurse at the private Suwa Sewana Hospital. She joined after completing nursing school for three years and working in a government hospital for ten years. During her first three years at the hospital, she was the best worker and got the performance award for being the best.

Recently, a lot of patients complained to the management that she had made mistakes with different treatments. She says that other junior nurses don't listen to her and that as a senior nurse, or "nurse in charge," it's hard for her to get promoted. Still, the management hasn't done anything about her request".

(06 marks)

(Total marks 14)

QUESTION FIVE

"Organizational controlling is a critical management function that ensures goals are met and resources are used efficiently." Answer the following questions to demonstrate your understanding of concepts and techniques related to organizational controlling:

- i. Briefly explain the three steps in the controlling process. (03 marks)
- ii. Define employee theft and explain four strategies that can be used to prevent employee theft in organizations. (05 marks)
- iii. Define the concepts of organizational controlling and organizational performance. Explain how these two concepts are interconnected and why controlling is crucial for achieving and sustaining high performance. (06 marks)

(Total marks 14)

QUESTION SIX

Write short notes on any of the following **four** topics.

- i. Taylor's scientific management principles.
- ii. The characteristics of bureaucracy.
- iii. The Hawthorne studies.
- iv. Leadership traits.
- v. Stages of moral development.
- vi. Overcoming barriers to effective communication.

(3.5 marks for each)

(Total marks 14)