

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 07 Total Marks : 70
		<i>Three Hours</i>
BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE		
1000 LEVEL FIRST SEMESTER END EXAMINATION – AUGUST 2022		
BBA 11013 – Principles of Management		Academic Year 2021/2022
Instructions ➤ Answer only five (05) questions.		

QUESTION ONE

“A manager is someone who coordinates and oversees the work of other people so organizational goals can be accomplished”

- i. What are the levels of management? (04 marks)
 - ii. Briefly explain Mintzberg’s managerial roles. (05 marks)
 - iii. “Managers are increasingly facing challenges in their work due to many reasons that they have to deal with day-to-day operations”
Do you agree with this statement? Explain your answer. (05 Marks)
- (Total 14 marks)**

QUESTION TWO

“According to the concept of corporate social responsibility, a manager must strive to achieve both organizational and societal goals”

- i. Briefly explain two opposing views of social responsibility. (04 marks)
 - ii. Discuss the factors that determine the ethical and unethical behavior of a manager. (05 Marks)
 - iii. Describe management’s role in encouraging ethical behavior. (05 Marks)
- (Total 14 marks)**

QUESTION THREE

“Planning is one of the primary managerial functions and it leads to other managerial functions such as organizing, controlling, and staffing.”

- i. What are the reasons for planning? (04 marks)
 - ii. List out and briefly explain types of plans. (05 Marks)
 - iii. Briefly explain the functions of organizational culture. (05 Marks)
- (Total 14 marks)**

QUESTION FOUR

“Organizing is a function in which the synchronization and combination of human, physical and financial resources take place”.

- i. What are the six key elements in organizational design? (04 marks)
 - ii. Explain the differences between centralization and decentralization of decision-making within an organization. (05 Marks)
 - iii. Briefly explain the factors affecting organizational structural choice. (05 Marks)
- (Total 14 marks)**

QUESTION FIVE

- i. What are the barriers to effective communication? Explain them briefly. (04 marks)
 - ii. Explain how barriers to effective communication can be overcome. (05 Marks)
 - iii. What are some specific skills that you require to become an effective communicator? (05 Marks)
- (Total 14 marks)**

QUESTION SIX

“Effective leadership enables followers to succeed. It sets direction, builds a vision, and adapts as circumstances require.”

- i. Briefly explain four leadership traits. (04 marks)
 - ii. Explain Hersey and Blanchard’s situational leadership theory. (05 marks)
 - iii. Discuss the most appropriate leadership style for a garment factory and a software development company. (05 marks)
- (Total 14 marks)**

QUESTION SEVEN

Write short notes on any **FOUR** of the following topics

- i. Management by objectives
- ii. Span of control
- iii. Herzberg’s two-factor theory
- iv. Goal setting theory of motivation
- v. Control process
- vi. Organizational Performance

(3.5 marks per each)
(Total 14 marks)
