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UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 1000 Level

Second Semester End Examination (September/October 2020)

Academic Year 2019/2020

BBA 11013 – Principles of Management

Duration: Three hours

The Question Paper contains Seven (07) questions.

Answer five (05) Questions only

1)

- i. What are the managerial skills does a manager need? Explain how these skills changes depending on management levels.

Marks 04

- ii. Taylor's scientific management principles are still found in many work settings in today; does this mean that management really has not changed in the last years? Explain

Marks06

- iii. Describe the Hawthorne studies and their contribution to management practices.

Marks 04

(Total marks 14)

2)

- i. Why organization's environment so important? Identify and discuss major elements of general environment

Marks 04

ii. Defined culture and explain how do managers attempt to inculcate culture within organizational context?

Marks 06

iii. Name and explain principles which are important for ethical management practices in the organizations.

Marks 04

(Total marks 14)

3)

i. "Organizing process produce various type of benefits to whole organization" explain with example.

Marks 04

ii. List out four forms of departmentalization, select one and explain its advantages and disadvantages.

Marks 04

iii. Define boundary less organizational design and discuss the advantages and disadvantages of such a design.

Marks 06

(Total marks 14)

4)

i. Describe the process of communication using simple communication model.

Marks 04

ii. Informal communication is more effective than formal communication in the organization. Justify your answer.

Marks 04

iii. What is the information technology based method of communications and explain with examples the importance of such communications in modern organizational management.

Marks 06

Total marks 14

05)

i. Briefly, describe the concept of motivation, and explain the motivation process.

Marks 04

ii. According to Douglas McGregor, what are the characteristics of the X and Y types of managers?

Marks 04

iii. Discuss the current motivational issues faced by the managers.

Marks 06

(Total marks 14)

06)

i. Explain the relationship between planning – controlling with examples.

Marks 06

ii. Discuss important components of controlling process.

Marks 04

iii. Explain types of tools that can be used in controlling to measure organizational performance.

Marks 04

(Total marks 14)

07) Write short note on four of followings

- i. Authority and power
- ii. Management and Administration
- iii. Organizational goals and objectives
- iv. Management science or arts
- v. Managerial Grid
- vi. main sources of power
- vii. span of control

Each carries 3.5 marks

(Total marks 14)