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**UNIVERSITY OF RUHUNA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme 1000 Level First**

**Semester End Examination (November/ December - 2021)**

**BBA11013 - Principles of Management**

**Duration: Three hours**

**The Question Paper contains 06 questions.**

**Answer five (5) questions only.**

1)

- a) How do you define the concept of "Management"?  
(04 Marks)
  - b) Managers play different management roles in an organization. Explain the roles of managers with examples.  
(06 Marks)
  - c) "Although managers need different skills to perform their roles, importance of skills is depend on management level". Explain this statement.  
(04 Marks)
- (Total 14 Marks)

2)

- a) List out and briefly discuss the factors influencing on the Strength of organizational culture.  
(04 Marks)
  - b) Explain the benefits of having a Strong Culture in an organization.  
(04 Marks)
  - c) Briefly discuss how elements of internal environment influence on managerial decision making. ?  
(06 Marks)
- (Total 14 Marks)

3)

- a) "Planning is important to any kind of organization" explain this statement. (04 Marks)
- b) How managers can effectively plan in today's dynamic environment? Explain your answer using planning process. (06 Marks)
- c) Discuss the factors Influence on the amount of centralization and decentralization decision in an organization (04 Marks)
- (Total 14 Marks)

4)

- a) Discuss the functions of communication. (04 Marks)
- b) Describe the process of communication using an example. (06 Marks)
- c) Discuss Barriers to Effective Interpersonal Communication. (04 Marks)
- (Total 14 Marks)

5)

- a) Define the concept of motivation, and explain the three key elements of the motivation. (04 Marks)
- b) Assume that you are the manager of ABC Company. What are the strategies you propose to motivate "X" and "Y" type of employees in your organization. (04 Marks)
- c) As a manager of an organization, how do you apply reinforce theory to motivate the employees. (06 Marks)
- (Total 14 Marks)

6) Write the short note four of followings.

- i) The science and Art of the Management
- ii) Efficiency and Effectiveness
- iii) Controlling Process.
- iv) Strategic Plans and Operational Plans
- v) Cain of command and Unity of Command

(3.5 Marks for each)  
(Total 14 Marks)

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