



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 05
Total Marks : 70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

1000 LEVEL FIRST SEMESTER END EXAMINATION – AUG/SEP 2025

Three Hours

BBA11013-Principles of Management (Old Syllabus)

Academic Year 2024/2025

Instructions

- ➔ Answer all questions.



QUESTION ONE

- i. Define the term “management”.
(03 marks)
- ii. Briefly explain Mintzberg’s managerial roles.
(05 marks)
- iii. “Different levels of management require different combinations of skills to be effective.”
Critically analyze this statement by explaining the three main categories of managerial skills
and demonstrating how the emphasis on each skill varies across managerial levels.
(06 marks)
(Total 14 marks)

QUESTION TWO

- i. Distinguish between the omnipotent view and the symbolic view of managers’ responsibility.
(03 marks)
- ii. Briefly explain two dimensions of environmental uncertainty with examples.
(05 marks)
- iii. “Organizational culture constrains and influences managerial decision-making”.
Explain the statement, emphasizing dimensions of organizational culture.
(06 marks)
(Total 14 marks)

QUESTION THREE

- i. List out types of plans. (03 marks)
- ii. Differentiate the mechanistic and organic structures of organizations. (05 marks)
- iii. "Traditional organizational designs often aren't appropriate for today's increasingly dynamic and complex environment."
Discuss how organizations manage their activities with flexibility in these environmental conditions.

(06 marks)
(Total 14 marks)

QUESTION FOUR

- i. Illustrate the communication process. (03 marks)
- ii. Briefly explain the barriers of communication. (05 marks)
- iii. "The internet and social media have revolutionized organizational communication." Discuss the opportunities and challenges that the digital age presents for managerial communication and explain how managers can leverage technology while addressing cybersecurity concerns and maintaining effective communication practices.

(06 marks)
(Total 14 marks)

QUESTION FIVE

- i. Name early theories of motivation. (03 marks)
- ii. Briefly explain two early theories of motivation. (05 marks)
- iii. Discuss the most appropriate theories of motivation for different employees who have different readiness levels according to Hersey and Blanchard's situational leadership model.

(06 marks)
(Total 14 marks)
