



No. of Questions 06

No. of Pages 02

UNIVERSITY OF SRI JAYEWARDENEPURA

52

2011 B.Sc. Business Administration (General) External Degree - Part I Examination – May 2014

BME 1501 – Introduction to Management

Instructions

- (i) Time allocated is **Three (03) Hours** only.
- (ii) Paper consists of six (06) questions out of which **only five (05)** should be answered.
- (iii) Writings should be clear and legible.
- (iv) Total marks 100.

Question 01

(a) “Management can be viewed in different perspectives as an art and a science.” Describe Management in relation to the above two perspectives. **(10 marks)**

(b) “The present business context is radically different to the one which prevailed in the early twentieth century. However, the management practices emerged during that era would still be applicable to manage the modern business organisations.”

Discuss the validity of the above statement with specific reference to Scientific Management Approach.

(10 marks)

(Total 20 marks)

Question 02

(a) Explain appropriate bases of departmentalisation in the structure of the following types of organisations.

- (I) A Hospital
- (II) A Garment Factory
- (III) A Small Consultancy Firm
- (IV) A Large Multinational Organisation

(10 marks)

(b) Compare and contrast the three types of plans, namely, Corporate, Functional and Operational, of a business organisation. **(10 marks)**

(Total 20 marks)

Question 03

(a) Milro Ltd. is a building construction company located in Nugegoda. It employs a variety of skilled and unskilled employees such as, civil engineers, architects, masons, helpers, etc. Milro Ltd. pays a salary above the industry average for it’s employees. However, it seems that some of the employees are dissatisfied with their jobs.

Therefore, Managing Director needs a consultation to design an appropriate motivation scheme for the Milro Ltd. Explain how you would advise the Managing Director in this regard. (*Note: You should refer to relevant theories of motivation.*)

(10 marks)

- (b) “Chief Executive Officers (CEOs) make most important decisions which will impact the future of their organisations. Therefore, it is adequate for them to possess only the conceptual skills.”

Do you agree with the above statement? Justify your answer. (10 marks)

(Total 20 marks)

Question 04

- (a) “Leaders are born and not made.”
“Effectiveness of the leadership depends on the characteristics of the subordinates.”

Describe the theories of leadership implied in the above two statements. (10 Marks)

- (b) As a manager in a business organisation, explain the barriers you confront in making effective communication and recommend suitable strategies to overcome such barriers. (10 marks)

(Total 20 marks)

Question 05

- (a) “Controlling is not a one step practice.”
Elaborate this referring to the process of controlling. (10 marks)

- (b) “A manager who follows the rational decision making process may arrive at the best possible solution for a particular problem.”

Describe the validity of the above statement in relation to the rational decision making process.

(10 marks)

(Total 20 marks)

Question 06

Explain the following topics in brief.

- (a) Henry Mintzberg’s Managerial Roles
- (b) Transformational Leadership
- (c) Structural Controls
- (d) Workforce Diversity

(5 marks each)

(Total 20 marks)

- End of Question Paper -