



**UCSC**

**University of Colombo, Sri Lanka**

*University of Colombo School of Computing*

**BIT**

**DEGREE OF BACHELOR OF INFORMATION TECHNOLOGY  
(EXTERNAL)**

Academic Year 2023— 3<sup>rd</sup> Year Examination — Semester 5

**EN5106 — Fundamentals of Management & Entrepreneurship**

*Multiple Choice Question Paper*  
(1 Hour)

**Important Instructions**

- The duration of the paper is **1 Hour**.
- The medium of instructions and questions is English.
- This paper has **20 MCQ questions on 6 pages**. Answer **all** questions.
- Each question will have **5 (five)** choices with **ONE OR MORE** correct answers.
- There will be a penalty for incorrect responses to discourage guessing.
- The mark given for a question will vary from -1 (All the incorrect choices are marked & no correct choices are marked) to +1 (All the correct choices are marked & no incorrect choices are marked). However, **the minimum mark per question would be zero**.
- Answers should be marked on the **special answer sheet** provided.
- Note that questions appear on both sides of the paper. If a page or part of a page is not printed, please inform the supervisor/invigilator immediately.
- Mark the correct choices on the question paper first and then transfer them to the given answer sheet which will be machine marked. **Please completely read and follow the instructions given on the other side of the answer sheet before you shade your correct choices.**
- Any electronic device capable of storing and retrieving text, including electronic dictionaries, smartwatches, and mobile phones, is not allowed.
- Calculators are **not** allowed.
- *All Rights Reserved.* This question paper can NOT be used without proper permission from the University of Colombo School of Computing.

- 1) Select the set(s) of keywords to define management correctly.
- (a) Plans, goals, efficiency, effectiveness, operations, organizing, resources, planning, leading, budgets  
(b) Goals, process, functions, effectiveness, organization, organizing, controlling, planning, leading, resources  
(c) Resources, goals, functions, efficiency, organization, organizing, controlling, planning, leading, budgets  
(d) Planning, organization, organizing, efficiency, controlling, process, leading, resources, effectiveness, goals  
(e) Organization, goals, operations, efficiency, organizing, controlling, planning, leading, resources, budgets
- 2) Assume you have been assigned to do a presentation on ‘Managerial roles’ for an industrial audience. Select the correct set(s) of keywords you may use to represent the managerial roles in your presentation.
- (a) Monitor, disseminator, spokesperson  
(b) Leader, functional head, monitor  
(c) Entrepreneur, resource allocator, senior manager  
(d) Monitor, disseminator, section head  
(e) Figurehead, leader, liaison
- 3) Select the set(s) of examples for the tactical plans/goals of an organization.
- (a) Annual budgets and human resource planning  
(b) Business expansion and strategic alliances  
(c) Order processing and inventory management  
(d) Contingency plans and annual budgets  
(e) Procurements and logistics
- 4) Organizational plans are evaluated by using:
- (a) Performance measures, targets, and KPIs  
(b) Standing plans, single use plans, and strategies  
(c) Structure, culture, and mission  
(d) KPIs, vision, and mission  
(e) Action plans, policies, and procedures

5) What are the key characteristics of operational goals of an organization?

- |              |                         |              |
|--------------|-------------------------|--------------|
| (a) Relevant | (b) Time bound          | (c) Specific |
| (d) Vague    | (e) Production oriented |              |

6) You are supposed to answer this question based on the figure given below.



Which of the following principle(s) is/are presented by the above figure?

- |                      |                      |                    |
|----------------------|----------------------|--------------------|
| (a) Chain of command | (b) Staff authority  | (c) Line authority |
| (d) Scalar principle | (e) Unity of command |                    |

7) Which of the following is an exception to the ‘unity of command principle’ in management?

- |                                      |                                |
|--------------------------------------|--------------------------------|
| (a) Functional departmentalization   | (b) Simple departmentalization |
| (c) Geographical departmentalization | (d) Matrix departmentalization |
| (e) Divisional structure             |                                |

8) Which of the following presents a set of democratic leadership styles of a manager?

- |  |   |
|--|---|
| (a) Telling, selling, and autocratic       | (b) Telling, selling, and teamworking       |
| (c) Selling, participative, and shared     | (d) Selling, participative, and teamworking |
| (e) Selling, participative, and delegative |   |

- 9) Which of the following present the esteem needs of an employee?
- |   |                                       |
|---|---------------------------------------|
| (a) Sex, love, and dignity              | (b) Job security, love, and belonging |
| (c) Respect, recognition, and ego       | (d) Respect, recognition, and dignity |
| (e) Respect, recognition, and challenge |                                       |
- 10) Mrs. Silva as a director of a family-owned business had decided to reduce the overtime payments and other allowances of its lower-level workers as a move to overcome the burden of the increased cost of supplies of the business due to the prevailing economic conditions of the country. This is a good example to understand the use of power by a manager based on his or her:
- |                  |                      |                    |
|------------------|----------------------|--------------------|
| (a) Reward power | (b) Legitimate power | (c) Coercive power |
| (d) Expert power | (e) Referent power   |                    |

- 11) You are supposed to answer this question based on the figure given below.



Which of the following style(s) of leadership is/are presented by the above figure?

- |                      |                         |                      |
|----------------------|-------------------------|----------------------|
| (a) Telling style    | (b) Command style       | (c) Delegative style |
| (d) Autocratic style | (e) Laissez-faire style |                      |

12) Which of the following can be seen in Open - Door Management as an approach to management control?

- |                      |                    |                  |
|----------------------|--------------------|------------------|
| (a) Decentralization | (b) Centralization | (c) Hierarchical |
| (d) Empowerment      | (e) Teamwork       |                  |

13) Assume you are an ICT manager of a recognized large-scale organization in Sri Lanka. As the ICT manager you have been asked by the Board of Directors (BOD) of the organization to identify the concurrent control methods for your division. Which of the following set(s) indicate examples for the concurrent controls?

- |   |
|---|
| (a) Inspection, quality controls, and check sheets          |
| (b) Production controls, surveillance, and inspection       |
| (c) Mission, goals, and budgets                             |
| (d) Financial audit, ration analysis, and variance analysis |
| (e) Organizational policies, corporate culture, and rules   |

14) Which of the following is/are correct about the comparison of an Entrepreneur and a Small Business Owner?

- |   |
|---|
| (a) A small business owner carries out business based on new products while an entrepreneur carries out businesses in a traditional way.    |
| (b) A small business owner is satisfied by keeping the business the same way while an entrepreneur tries to extend the business day by day. |
| (c) A small business owner does not like to face competition while an entrepreneur would seek for competition.                              |
| (d) A small business owner would set long term objectives while an entrepreneur would set only short-term objectives.                       |
| (e) A small business owner is willing to accept risks while an entrepreneur does not like to face risks.                                    |

15) Which of the following is/are not a characteristic/s of successful entrepreneurs?

- |                      |                            |                        |
|----------------------|----------------------------|------------------------|
| (a) Low energy level | (b) Creativity             | (c) Vision and Passion |
| (d) Fearing failure  | (e) Calculated risk taking |                        |

16) The entrepreneurship pathway which tries to start and grow a business with minimal external capital, relying primarily on personal savings is:

- |                     |                                 |                 |
|---------------------|---------------------------------|-----------------|
| (a) Minipreneurship | (b) Bootstrapping               | (c) Franchising |
| (d) Ecopreneurship  | (e) Business Assistance Funding |                 |

- 17) Which of the following is/are a component/s that need to be given critical assessment upon evaluating a business opportunity?
- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| (a) Growth analysis      | (b) Investment analysis  | (c) Value Chain analysis |
| (d) Uncertainty analysis | (e) Feasibility analysis |                          |
- 18) Which of the following is/are the sources of Equity Financing?
- |                      |                        |                   |
|----------------------|------------------------|-------------------|
| (a) Public Offerings | (b) Franchising        | (c) Bootstrapping |
| (d) Micro Credit     | (e) Private Placements |                   |
- 19) Which element in the Business Model Canvas signifies the mechanism through which the value provided by the enterprise is delivered to the customer?
- |                    |                           |                    |
|--------------------|---------------------------|--------------------|
| (a) Revenue Model  | (b) Key Resources         | (c) Cost Structure |
| (d) Key Activities | (e) Distribution Channels |                    |
- 20) The life cycle stage/stages of an enterprise responsible for taking initiatives in primary venture development and seeking capital are:
- |                             |                           |                  |
|-----------------------------|---------------------------|------------------|
| (a) New Venture Development | (b) Startup Activities    | (c) Growth Stage |
| (d) Business Stabilization  | (e) Innovation or Decline |                  |