



**UCSC**

**University of Colombo, Sri Lanka**

*University of Colombo School of Computing*



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

Academic Year 2024 — 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.



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) Unity of command  | (b) Line authority   | (c) Employee empowerment |
| (d) Employee autonomy | (e) Scalar principle |                          |

7) Which of the following is/are new type(s) of organizational structure?

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

8) Which of the following present/s a set of laissez-faire leadership styles of a manager?

- |  |   |
|--|---|
| (a) Delegative, decentralized, and empowered | (b) Telling, selling, and teamworking       |
| (c) Delegative, distributed, and empowered   | (d) Selling, participative, and teamworking |
| (e) Telling, participative, and delegative   |   |

9) Which of the following present/s the social needs of an employee?

- |   |                                       |
|---|---------------------------------------|
| (a) Group work, teamwork, and affiliation | (b) Ego, respect, and dignity         |
| (c) Respect, recognition, and ego         | (d) Respect, recognition, and dignity |
| (e) Relatedness, love, and belonging      |                                       |

10) Mrs. Mendis as the Managing Director of a multinational corporation in Sri Lanka has been able to earn much reputation among other managers and employees of the company regarding her style of leadership which enabled to maintain effective relations with them. This is a good example to understand the use of power by a manager based on his or her:

- |                      |                  |                    |
|----------------------|------------------|--------------------|
| (a) Legitimate power | (b) Reward power | (c) Coercive power |
| (d) Referent power   | (e) Expert 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) Command style    | (b) Telling style       | (c) Delegative style |
| (d) Autocratic style | (e) Laissez-faire style |                      |

- 12) Which of the following can be seen in Balanced Scorecard (BSC) as an approach to management control?
- |                             |                    |                           |
|-----------------------------|--------------------|---------------------------|
| (a) Customer Perspective    | (b) Centralization | (c) Financial Perspective |
| (d) Learning and Innovation | (e) Teamwork       |                           |
- 13) Assume you are an IT manager of a recognized large-scale organization in Sri Lanka. As the IT manager you have been asked by the Board of Directors (BOD) of the organization to identify the input control methods for your division. Which of the following set(s) indicate examples for the input controls?
- |   |
|---|
| (a) Mission, goals, and budgets                             |
| (b) Production controls, surveillance, and inspection       |
| (c) Policies, values, and rules                             |
| (d) Financial audit, ration analysis, and variance analysis |
| (e) Quality controls, inspection, and check sheets          |
- 14) Which of the following statement(s) about Ecopreneurs is/are correct?
- |   |
|---|
| (a) Ecopreneurs focus solely on financial profit and ignore environmental and social factors.   |
| (b) Ecopreneurs integrate environmental sustainability into their business ventures and practices.  |
| (c) Ecopreneurs are exclusively involved only in the renewable energy industry.   |
| (d) Ecopreneurs consider economic, social, and environmental factors in their decision-making, aligning with the Triple Bottom Line principles. |
| (e) Ecopreneurs demonstrate that businesses can achieve profitability while adopting responsible and eco-friendly practices.                    |
- 15) Which of the following individual(s) is/are widely recognized as prominent entrepreneur(s) in modern society?
- |                 |                        |               |
|-----------------|------------------------|---------------|
| (a) Marie Curie | (b) Albert Einstein    | (c) Elon Musk |
| (d) Steve Jobs  | (e) William Shakespear |               |
- 16) Which of the following is/are essential step(s) of evaluating a business opportunity?
- |  |
|--|
| (a) Assessing the industry environment and competitor analysis.        |
| (b) Ignoring barriers to entry to focus solely on product development. |
| (c) Conducting feasibility analysis and value chain analysis.          |
| (d) Avoiding uncertainty analysis as it complicates the process.       |
| (e) Performing barriers to entry analysis and feasibility analysis.    |

17) Which of the following term(s) is/are correctly associated with the operation of a Franchise?

- (a) Franchise Agreement outlines the terms and conditions of the franchise relationship, including rights and responsibilities.
- (b) Initial Fee is an ongoing payment made for marketing and advertising support.
- (c) Royalties are typically a percentage of the franchisee's sales paid in exchange for ongoing support and access to systems.
- (d) Use of Trademarks and Branding allows franchisees to leverage the established reputation and recognition of the brand.
- (e) Renewal and Termination allow franchisees to renew their agreements unconditionally at the end of the term.

18) Which of the following is/are source(s) of Equity Financing?

- |                           |                        |               |
|---------------------------|------------------------|---------------|
| (a) Trade Credit          | (b) Public Offerings   | (c) Factoring |
| (d) Venture Capital Firms | (e) Private Placements |               |

19) Which of the following do/does not characterize the Growth Stages in an enterprise's life cycle?

- |                        |                            |                       |
|------------------------|----------------------------|-----------------------|
| (a) Startup activities | (b) Business stabilization | (c) Sales Positioning |
| (d) Growth stage       | (e) Pre-Marketing          |                       |

20) Which of the following is/are NOT a component(s) of the Business Model Canvas?

- |                        |                       |                     |
|------------------------|-----------------------|---------------------|
| (a) Opportunities      | (b) Cost Structures   | (c) Revenue Streams |
| (d) Value Propositions | (e) Customer Segments |                     |

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