



University of Colombo, Sri Lanka

UCSC *University of Colombo School of Computing*



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

Academic Year 2022 — 3rd Year Examination — Semester 5

EN5106 — Fundamentals of Management and 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 **25 questions** on **6 pages**. Answer **all** questions.
- All questions are of the **MCQ** (Multiple Choice Questions) type.
- Each question will have **5 (five)** choices with **one or more** correct answers.
- This paper consists of 100 marks and all the questions will carry equal marks.
- 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 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.**
- 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 successfully.

- (a) Plans, goals, operations, efficiency, organization, organizing, controlling, planning, leading, resources
- (b) Goals, process, functions, efficiency, organization, organizing, controlling, planning, leading, resources
- (c) Resources, goals, functions, efficiency, organization, organizing, controlling, planning, leading
- (d) Planning, organization, organizing, efficiency, controlling, process, leading, resources, effectiveness, goals
- (e) Organization, goals, operations, efficiency, organizing, controlling, planning, leading, resources

2) Assume you have been assigned to do a presentation on 'Modern workplace' for an industrial audience. Select the set(s) of keywords you may use to highlight the modern workplace in your presentation.

- (a) Structured, competition, individuals, change, flexible
- (b) Change, digital, global, collaboration, flexible
- (c) Empowered, individuals, structured, competition, calm
- (d) Loyal, calm, flexible, change, digital
- (e) Crises, diverse, digital, global, empowered

3) Select the set(s) of examples for the strategic plans/goals of an organization.

- (a) Business expansion and developing new products
- (b) Entering new markets and mergers and acquisition
- (c) New procurement and inventory controls
- (d) New budgets and human resource planning
- (e) Contingency plans and labor relations

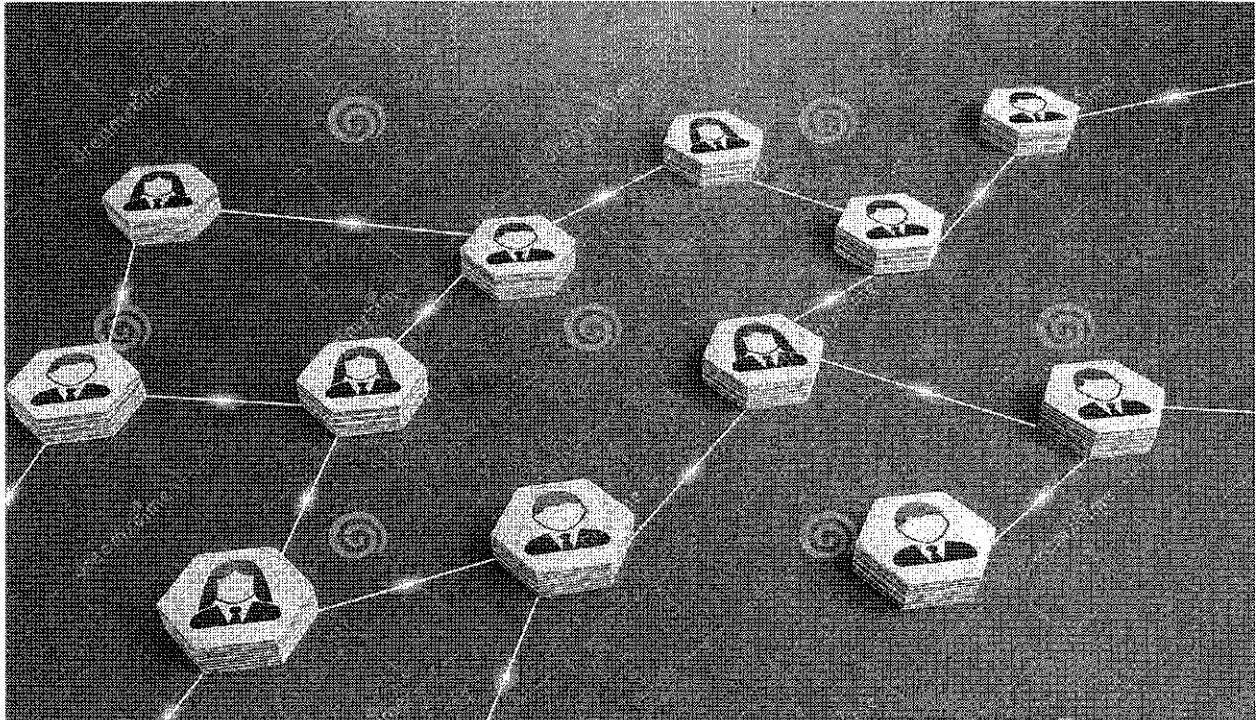
4) Organizational plans are executed by using:

- (a) vision, mission, and goals
- (b) contingency plans, budgets, and goals
- (c) MBO, standing plans, and single use plans
- (d) structure, culture, and goals
- (e) mission, structure, and goals

5) Which of the following can be responded through the contingency plans?

- (a) Increased cost of supplies
- (b) Economic downturn
- (c) Interdepartmental communication
- (d) Suboptimization of divisions
- (e) Energy crisis

- 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?

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|--------------------------------------|------------------------------------|
| (a) Job design | (b) Functional departmentalization |
| (c) Vertical coordination | (d) Horizontal coordination |
| (e) Geographical departmentalization | |

- 7) Which of the following create a dual authority relationship in the today's organization?

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

- 8) Which of the following present a leader behavior compared to a manager behavior?

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| (a) Controls, delegates, and enforces |
| (b) Asks when, reactive, and risk averse |
| (c) Asks why, proactive, and risk taking |
| (d) Facilitates, empowers, and develops |
| (e) Creative, innovative, and changing |

9) Which of the following present the social needs in employee motivation?

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|---|---|
| (a) Salaries, allowances, and fringe benefits | (b) Groupwork, teamwork, and networking |
| (c) Love, belonging, and affiliation | (d) Growth, achievement, and promotions |
| (e) Respect, esteem, and ego | |

10) Mr. Perera as the Chief Executive Officer (CEO) of the Alpha PLC had agreed upon a business acquisition proposal of an overseas company to hold the majority of the stake of the company. As a result of this new change movement, most employees at Alpha were afraid of their jobs and they have significantly opposed to proceed with this movement. This is a good example to understand the effect of the leader behavior on his or her:

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|--------------------|----------------------|--------------------|
| (a) Reward power | (b) Legitimate power | (c) Coercive power |
| (d) Referent power | (e) Expert power | |

11) Select the set(s) of elements among the seven (07) principles of leadership development in an organization.

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|---|
| (a) Selection, training and development, and career planning |
| (b) Organizational structure, compensation, and performance review |
| (c) Discipline management, leadership style, and followers |
| (d) Span management, empowerment, and delegation |
| (e) The role of middle managers, corporate culture, and the role of CEO |

12) Which of the following present the perspectives of the Balanced Scorecard (BSC) as a management control method?

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|---------------------------|--------------------------|-----------------------------|
| (a) Financial perspective | (b) Product perspective | (c) Learning and Innovation |
| (d) Internal processes | (e) Customer perspective | |

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 feedforward control methods to your division. Which of the following set(s) indicate examples for the feedforward controls?

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| (a) Cost-benefit analysis, ratio analysis, and variance analysis on ICT resource utilization |
| (b) Quality control, inspection of ICT tools, and process control |
| (c) ICT budget, ICT plan, and system guidelines |
| (d) ICT policy, procurement procedure, and work rules |
| (e) Codes of ethics, staff education, and staff development programs |

14) What are the characteristics a successful entrepreneur would possess?

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|----------------------|----------------------|---------------------------|
| (a) Seeking Feedback | (b) Low energy level | (c) Tolerance for failure |
| (d) Passion | (e) Ignoring risks | |

15) What are the basic areas of risk an entrepreneur will have to face?

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|--------------------|--------------------|----------------------------|
| (a) Financial risk | (b) Career risk | (c) Family and social risk |
| (d) Psychic risk | (e) Marketing risk | |

16) What is/are the correct statement/s regarding entrepreneurship?

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| (a) Entrepreneurship is merely a creation of a business enterprise. |
| (b) Entrepreneurial mindset is responsible for revolutionizing the way businesses are conducted. |
| (c) It includes willingness to take risks in order to create value. |
| (d) A small business owner is the same as an entrepreneur. |
| (e) The entrepreneurial mindset can only be exhibited inside an organization. |

17) An entrepreneur can search for possible business opportunities to buy an established entrepreneurial venture through:

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|-------------------------|----------------------------|--------------|
| (a) Business brokers | (b) Newspaper ads | (c) Auctions |
| (d) Online marketplaces | (e) Management consultants | |

18) What is/are the correct combination/s of possible business ideas and their examples for entrepreneurs?

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| (a) Unexpected Occurrences – Penicillin |
| (b) Industry and market changes – Online weight reduction and diet plan consultants |
| (c) Process Needs – Taps operated by leg during COVID19 |
| (d) Unexpected Occurrences – Helakuru Keyboard |
| (e) Industry and market changes –Facial masks matching the saree for brides during COVID19 |

19) What is/are the correct statement/s regarding Franchising?

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| (a) A franchisee is the seller of an enterprise while a franchisor is the buyer of an enterprise. |
| (b) One of the greatest advantages of buying a franchise is the training and guidance given by the franchisor. |
| (c) The larger and more successful the franchisor, the smaller the franchise fee. |
| (d) A franchise is any arrangement in which the owner of a trademark, trade name or copyright has licensed others to use it in selling goods or services. |
| (e) The buyer of the franchise does not have to provide any financial assistance to the franchise. |

20) Some of the sources of Capital for Entrepreneurial Ventures are:

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|---------------------|---------------------------|------------------|
| (a) Angel investors | (b) Profit from marketing | (c) Crowdfunding |
| (d) Expenses | (e) Micro credit | |

21) What is/are the correct combination/s of forms of Entrepreneurial Capital?

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| (a) Economic Capital, Social Capital, Human Capital |
| (b) Natural capital, Economic Capital, Marketing Capital |
| (c) Social Capital, Operations Capital, Human Capital |
| (d) Operations Capital, Marketing Capital, Natural Capital |
| (e) Economic Capital, Natural Capital, Social Capital |

22) Some of the components included in the Business Model Canvas are:

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| (a) Value Proposition, Key Activities, Cost Structure, Risks |
| (b) Key Resources, Customer Relationships, Distribution Channels, Partner network |
| (c) Revenue Model, Customer Segment, Challenges, Risks |
| (d) Marketing Segments, Key Resources, Distribution Channels, Partner Network |
| (e) Customer Segments, Key Resources, Value Propositions, Key Activities |

23) What is/are the correct combination/s of components included in the Business Plan?

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| (a) Executive Summary, Sustainability, Marketing Segment, Critical Risks Segment |
| (b) Executive Summary, Sustainability, Distribution Segment, Financial Segment |
| (c) Sustainability, Financial Segment, Management Segment, Operations Segment |
| (d) Business Description, Distribution Segment, Financial Segment, Operations Segment |
| (e) Research Design and Development, Sustainability, Sales Segment, Operations Segment |

24) The life cycle of an enterprise includes the following step/s:

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|-----------------------------|-----------------------------|------------------------|
| (a) Venture growth | (b) Business stabilization | (c) Startup activities |
| (d) New venture development | (e) High target achievement | |

25) What is/are the correct definition/s of components from the Ansoff Product – Market Matrix for Entrepreneurs?

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| (a) Introducing a New Product to an Existing Market – Market Extension |
| (b) Enhancing an Existing Product in an Existing Market – Market Penetration |
| (c) Introducing a New Product to a New Market – Market Penetration |
| (d) Enhancing an Existing Product in a New Market – Product Development |
| (e) Enhancing an Existing Product in a New Market - Diversification |
