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No. of Questions - 06
No. of Pages - 03

GENERAL SIR JOHN KOTELAWALA DEFENCE UNIVERSITY
BACHELOR OF SCIENCE IN ENGINEERING DEGREE EXAMINATION 2023 (May)
INTAKE 38 – SEMESTER V

Principles of Management
(MF 3122)

Duration: 2 hours

Instructions:

Answer Four (04) questions including Question No. 01.

Total Marks - 100.

Question No. 01

Write short answers for the following.

- a) "An organization has divided its departments as, Finance Department, Marketing Department, Human Resource Department and Production Department." This is an example for which type of departmentalization? (02 Marks)
- b) Name three managerial skills. (03 Marks)
- c) List down three (03) levels of management. (03 Marks)
- d) One of the informational managerial roles is to communicate important information to external stakeholders and even be responsible for press conferences. Which managerial role best explains this? (03 marks)
- e) State two types of spans of control with illustrations. (05 marks)
- f) What is the process whereby managers and subordinates jointly determine the goals of the organization? (03 Marks)
- g) State two types of plans based on the time frame. (04 Marks)

- h) The organization should have a clear and distinct line of authority along which orders are passed from top to bottom along the hierarchy. What is the concept which states this requirement? (02 Marks)
- i) If Sara holds an MBA and a PhD in marketing, her colleagues are more likely to rely on her reports and are more inclined to respect her expertise. This gives Sara a great deal of influence. Which power does Sara is said to have in this situation? (02 Marks)
- j) Briefly explain the stages of group development. (05 Marks)
- k) List down the different types of conflict. (03 Marks)
- l) State five reasons why people join groups. (05 Marks)

(Total – 40 Marks)

Question No. 02

Your faculty is planning to hold “Young Engineers’ Forum”, which includes a panel discussion and guest speeches comprising of industry participants. You are being appointed as the president of the project. Elaborate how you would undertake this task with reference to management functions.

(Total = 20 Marks)

Question No. 03

ABC is an organization in the Apparel sector which produces clothing for the local as well as international market. ABC strongly believes in job specialization and therefore, most of its employees have been working in the same division for a long period of time. Recently joined Human Resource Manager had a different perspective towards this practice claiming that over reliance in job specialization may not be effective to ABC in the long run.

- a) Discuss the benefits and limitations of job specialization (10 Marks)
- b) Suggest alternatives to specialization that can be practiced by ABC (10 Marks)

(Total = 20 Marks)

Question No. 04

1. Distinguish goals from objectives with appropriate examples (10 Marks)
2. Explain the importance of Management by Walking Around (MBWA) to motivate employees. (10 Marks)

(Total = 20 Marks)

Question No. 05

1. "Democratic leadership" is always the best style of leadership. Do you agree? Justify your argument with appropriate illustrations. (10 Marks)
2. Distinguish between unity of command and chain of command with examples. (10 Marks)

(Total = 20 Marks)

Question No. 06

By using a real-world example, briefly explain the influence of internal, task and macro environment on organizations.

(Total = 20 Marks)

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