



Uva Wellassa University

Faculty of Management

Bachelor of Business Management in Entrepreneurship and Management

Year 2 Semesters I Examination December/ January 2009/10

EMG 271-3 Developing Managerial Skills (Repeat)



Answer all questions

Time : Thirty Minutes

Total Marks : 20 Marks

Index No.

Each question has one correct answer only. Indicate it by underlining the correct answer.

Part C- Essay Questions

Answer Only Three Questions including Question Number 01.
Total Marks Allocation: 50 Marks

01. Read the case and answer all the questions

The telecom industry in Sri Lanka is a highly competitive one, with five players in the marketplace at present. All five operators have reasonable network coverage today, and some have even begun the process of commencing operations in the North and East. Market penetration in the industry is known to be about 45 to 50 per cent, but the prevailing multi-SIM ownership culture, where subscribers own more than one or two SIMs. This is more common in urban areas, where subscribers sometimes have SIM cards from all the operators. So it is possible that real penetration is lower than what statistics indicate.

The economic downturn has not resulted in operators losing or gaining market share, but competitive activity in the industry may have brought about an inflow and outflow of subscribers between operators. And also it is difficult to believe that the industry really lost subscribers because of the downturn, but as a result of the high multi-SIM ownership factor.

- I. "The driving factors of an industry become different time to time" critically evaluate the statement based on the case.
- II. As you think, how do the companies act to achieve a higher growth within the specified industry environment?

(20 Marks)

02. "As the business organizations are surviving due to people in the society, they are bound to serve the society" critically evaluate the statement.

(15 Marks)

03. "Leadership is one of a critical factor that differentiates successful business firms and unsuccessful business firms" Critically evaluate the statement.

(15 Marks)

04. Critically evaluate the reasons for having different organizational structures in different business organizations.

(15 Marks)