

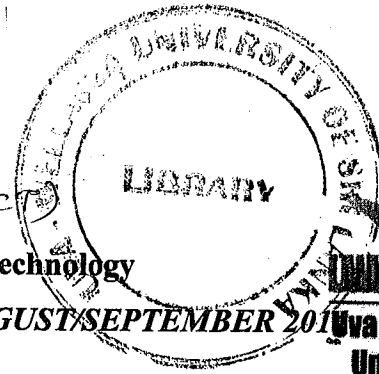
Uva Wellassa University

Faculty of Management (sc)

Degree of Bachelor of Industrial Information Technology

SECOND YEAR SECOND SEMESTER EXAMINATION – AUGUST/SEPTEMBER 201

IIT231-2 Principles of Management



**Uva Wellassa
University**

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Six (06)
Time : Two (02) hours
Marks allocated : 100 Marks

Answer only 04 questions including question no (01)

01. Twenty five year old Daniel Wheeler is a first line manager in his first management job at Del Monte Foods, where he is involved directly in promoting products, approving packaging sleeves, and organizing sampling events. Kevin Kurtz is a middle manager at Lucasfilm, where he works with employees to develop marketing campaigns for some of the entertainment company's hottest films. Domenic Antonellis is CEO of the Necco, the company that makes the tiny pastel. All three are managers and must contribute to functions of management.
- i) Describe three (03) levels of management by looking at the given positions in the case. (09 Marks)
 - ii) Describe three (03) duties of Kevin Kurtz as a middle level manager of Lucasfilm. (09 Marks)
 - iii) Explain four (04) skills needed for Daniel Wheeler as a first line manager at Del Monte Foods. (12 Marks)
 - iv) "All three are managers and must contribute to functions of management" Do you agree with the statement? Briefly explain. (10 Marks)

02. Scientific Management by FW Taylor is one of the classical theories of Management. Briefly explain the theory with its elements. (12 Marks)
03. Organizational environment can be divided in to main three parts. Explain the three parts with examples. (12 Marks)
04. i) Define “Managerial Roles” of an organization. (04 Marks)
ii) Explain the importance of managerial roles to the organization. (08 Marks)
05. i) Define the concept of “motivation”. (04 Marks)
ii) “Motivation is important for both employees and employers”. Justify the statement. (08 Marks)
06. i) “Control is an important issue facing every manager in every organization.” Briefly explain. (06 Marks)
ii) Explain the process of organizational control. (06 Marks)