

Uva Wellassa University

Faculty of Management (SCT)

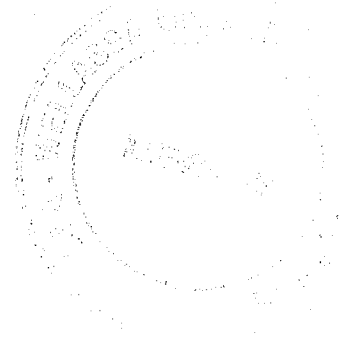
Degree of Bachelor of Industrial Information Technology

SECOND YEAR SECOND SEMESTER EXAMINATION - AUGUST/SEPTEMBER 2011

IIT 231-2 Principles of Management



**Uva Wellassa
University**



SCT 2nd 2nd

Part C - Essay Questions

Answer only two questions including question No.01.

Marks allocation: 50 Marks



01.

- i) Explain the difference between vision, mission, goals and objectives.
(08 marks)
- ii) Describe the need for aligning individual level goals with organizational goals.
(03½ marks)
- iii) Briefly explain three (03) focus areas those would be considered by organizations when developing strategies to remain competitive.
(04½ marks)
- iv) Briefly explain the strategy development process.
(06 marks)
- v) Discuss how you can use Boston Consultancy Group (BCG) Matrix in case of developing portfolio strategy.
(08 marks)

(Total - 30 Marks)

02.

- i) "Social responsibility of an organization means accomplishing philanthropic responsibilities which are aimed at enhancing the quality of life of people".

You are required to:

Critically evaluate the above statement. (12 marks)

- ii) Explain how a manager can contribute to build an ethical organizational culture.
(08 marks)

(Total - 20 Marks)

03.

- i) Fredrick Hertzberg explained "Work characteristics associated with dissatisfaction were quite different from those pertaining to satisfaction".

You are required to:

Discuss this statement with reference to the relevant theory of motivation.

(12 marks)

- ii) Clayton Aldefer proposed a modification of Maslow's hierarchy of needs theory in an effort to simplify it and responded to criticisms of its lack of empirical verification.

You are required to:

Explain how ERG theory differentiated from Maslow's hierarchy of needs theory.

(08 marks)

(Total - 20 Marks)