



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management & HR

Degree of Bachelor of Business Management in Hospitality, Tourism and Events Management

Uva Wellassa University

FIRST YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2013

EMG 171-3 Developing Managerial Skills &

HTE 161-3 Fundamentals of Management

Part C- Essay Questions

Answer only three (03) questions including question No.1

Marks allocation: 50 Marks

01.

The success of any business depends heavily on the effectiveness of its managers. Good managers need to make the right decisions and ensure the business is able to exploit any opportunities open to it. At the same time, good managers protect the business by anticipating and acting against any threats to its welfare.

- i. Organizations often have 3 levels of managers. Briefly explain those management levels (10 Marks)
 - ii. Briefly explain the skills necessary for managers to perform effectively. (10 Marks)
- (Total Marks 20)

02.

AYA is an insurance company and has a staff turnover of 24% compared to its competitor which has a staff turnover of 6%. The pay levels of the two companies are similar. The new manager of AYA wants to reduce the staff turnover by finding ways to motivate the staff.

- i. If the pay levels are similar why might the staff turnover be higher in AYA? (5 Marks)
- ii. Using Maslow's Hierarchy of Needs explain how motivation could be increased. (5 Marks)
- iii. Using McGregor's theory, explain why a Theory X person may need to be motivated in a different way to a Theory Y person. (5 Marks)

(Total Marks 15)