

Uva Wellassa University of Sri Lanka
Faculty of Science and Technology
Department of Computer Science and Technology
100 level 1st Semester Examination – June/July 2017
IIT 121-3 Principles of Management



Instructions to candidates

Duration: Three (03) hours

Number of questions: Six (06)

Mark allocation: 100

Answer all questions

- 01 Assume that you are the CEO (Chief Executive Officer) in marketing department of a reputed company. When considering last 12 months sales data the sale was reduced by 10%. Therefore your supervisor asked you to take some emergent decisions in order to resolve the problem. Explain your answer by referring the sequential steps in rational decision making process. (25 marks)
- 02 As a manager of XYZ Company, how do you think that Functions of Management are important to day to day activities of the organization? Explain your answer with relevant examples. (15 marks)
- 03 'Top manager generally need more conceptual skills than technical skills'. Do you accept this statement? Explain your answer by taking into consideration the types of problems that top managers face. (15 marks)
- 04
- a Illustrate a hierarchy (Structure) of a business organization. (6 marks)
 - b Describe the **three (03)** types of control with suitable examples. (9 marks)
- (Total 15 marks)
- 05
- a Why managers are important to an organization and its business process? (6 marks)
 - b Explain the planning process with suitable examples. (9 marks)
- (Total 15 marks)
- 06
- a Write a short note on **one (01)** interpersonal role. (5 marks)
 - b Write a short note on **one (01)** informational role (5 marks)
 - c Write a short note on **one (01)** decisional role. (5 marks)
- (Total 15 marks)

