

The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Textile and Apparel Technology



Study Programme	: Bachelor of Industrial Studies Honours
Name of the Examination	: Final Examination
Course Code and Title	: TAM3535 Management Studies
Academic Year	: 2020/2021
Date	: 10 th February 2022
Time	: 09.30-12.30hrs
Duration	: 03 hours

General Instructions

Read all instructions carefully before answering the questions.

1. This question paper consists of **Eight (08)** questions in **Three (04)** pages.
2. Question **One (Q1)**, in **part I** is **compulsory** and consist of **Ten (10)** questions.
3. Total number of questions in Part II, is **Seven (07)**. Number of questions to be answered from Part II is **Five (05)**.
4. Question number **one (01)** is compulsory and carries **Twenty-five (25)** marks. All other questions carry **Fifteen (15)** marks each.
5. Do not write answers to additional questions. If you answer more than five questions from part II, marks will not be given to the last question.

Part I

Compulsory Question

(Each part carries **2.5 marks** amounting to a total of **Twenty-five (25)** marks.)

(1)

- a. Marketing management involves four main aspects, what are they?
- b. What do you understand by "Breakeven point"?
- c. Define the terms, "Re-order Level" and "Re-order Quantity"
- d. What are the costs of production in a manufacturing business?

- e. What do you understand by "Work Study" in a manufacturing industry?
- f. What do you understand by "Pure Monopoly"?
- g. What are the four (4) main forms of business ownership in the private sector?
- h. State the differences between "Gross Profit Ratio" and "Net Profit Ratio"?
- i. State the difference between "Financial accounting" and "Management accounting"?
- j. Who is a manager?

Part II

(2)

- a. "Physiological factor" is the most important factor that comes under the "Maslow's Need Hierarchy Theory". Briefly comment on this statement.
(03 marks)
- b. What is the main difference between the "Contingency Theory" and the "Systems Theory"?
(03 marks)
- c. Briefly discuss the principles that "Henri Fayol" found to be useful, under the administrative theory, for every level of management and every department in any sector.
(09 marks)

(3)

- a. Imagine you are going to establish a retail shop. As a manager, what are the five (05) main elements that you have to consider while playing your role? Elaborate your answer with main functions.
(08 marks)
- b. Imagine that you are a CEO of an apparel manufacturing factory. What are the main skills specially required, for you to perform successfully in the organization? Elaborate your answer.
(07 marks)

(4)

- a. Mr.Fernando is going to establish a fashion outlet. He decided to start it with Mr.Silva. State the main features of their business. What are the merits and demerits they can have in this business? (09 marks)
- b. As a first step of business planning, Mr.Silva and Mr. Fernando decided to establish objectives for their business. Why are objectives required? (06 marks)

(5)

- a. There are three levels of marketing coverage, describe them with an example. (03 marks)
- b. The process of communication has several elements. Illustrate the process of elements using a diagram. (02marks)
- c. Analyze the features of marketing communication, with an example. (10 marks)

(6)

- a. What do you understand by "Cash book"? (03 marks)
- b. "After the agreement of the trial balance, it is necessary to make adjustments for the relevant accounting period before the final accounts are prepared". What kind of adjustments are required? (03 marks)
- c. "All organizations need to keep records of their financial transactions whether they are profit-making institutions or non-profit making institutions." What are the reasons for maintaining financial records (or accounts). (09 marks)

(7)

Transactions of a corners shop during the month of June 2021 are as follows.

- 01.06.21 - Commenced business with a capital of Rs. 500,000
- 03.06.21 - Bought furniture for Rs. 50,000
- 05.06.21 - Purchased goods on credit for Rs. 400,000
- 08.06.21 - Sold goods on credit for Rs. 440,100
- 10.06.21 - Received money from debtors Rs. 112,000
- 12.06.21 - Cash sales Rs. 360,100
- 14.06.21 - Credit purchases Rs. 140,000
- 19.06.21 - Paid insurance premium Rs. 9500
- 21.06.21 - Paid rent Rs. 14,000
- 23.06.21 - Paid creditors Rs. 318,000
- 29.06.21 - Paid wages Rs. 42,000

Prepare ledger accounts and the trial balance.

(15 marks)

(8) Write short notes on,

(5*3 marks=15 marks)

- a. Quantitative Management Theory
- b. Manpower planning
- c. Public enterprises
- d. Demographic segmentation
- e. Flow production