

The Open University of Sri Lanka
 Faculty of Engineering Technology
 Department of Electrical and Computer Engineering



Study Programme	: Bachelor of Software Engineering Honours
Name of the Examination	: Final Examination
Course Code and Title	: EEM5860-Management and Professional Issues
Academic Year	: 2020/21
Date	: 23 rd December 2021
Time	: 0930-1230hrs
Duration	: 3 hours

General Instructions

1. Read all instructions carefully before answering the questions.
2. Answer **all** questions in Section A
3. Questions in Section A carry equal marks.
4. Answer for Section A should mark in this sheet.
5. **Attached this answer sheet with Section B answer book.**

ANSWER SHEET FOR SECTION A

INDEX NO:

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2)

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General Instructions

1. Read all instructions carefully before answering the questions.
2. This question paper consists of **Fourteen (14)** questions in **Five (5)** pages.
3. Section A consists of Ten (10) questions and Section B consists of four (4) questions.
4. Answer **all question form Section A and Section B.**
5. **Answers for Section A should be marked in the Answer Sheet provided.**
6. Answers for questions in Section B should written in the book provided and answers for each question should start from a new page
7. This is a Closed Book Test (CBT).
8. Answers should be in clear hand writing.
9. Do not use red color pen.

Section A

Multiple Choice Questions

Q1: What is not a part of Management process?

- A. Planning and Decision Making
- B. Organizing through coordinating activities and resources
- C. Leading through motivating and managing People
- D. Obtaining feedbacks from people

(2 Marks)

Q2: Below stated are the type of not-for-profit organisations except:

- A. Governmental organisations
- B. Private limited companies
- C. Public Universities
- D. Spiritual groups

(2 Marks)

Q3: The leaders engage in below activities except:

- A. Using non coercive influence to shape the group's or organisation's goals.
- B. Motivating others towards achieving goals.
- C. Helping to define organisational culture.
- D. Giving instructions to subordinates.

(2 Marks)

Q4: It is necessary to study organisational behaviour and management because:

- A. It gives a clear understanding of peoples' behaviour to effectively work with them and thereby accomplish organizational goals.
- B. To be an effective philanthropist.
- C. To be socially responsible.
- D. To accomplish charitable goals.

(2 Marks)

Q5: Following are the types of needs as per Maslow's hierarchy of needs theory except:

- A. Self-Actualization Needs
- B. Esteem Needs
- C. Safety Needs

- D. Food Needs
(2 Marks)

Q6: The management process responsible for identifying, anticipating and satisfying customer requirements profitably is called:

- A. Marketing
B. Sales
C. Human Resource Management
D. Finance Management

(2 Marks)

Q7: What is not an element of the marketing mix?

- A. Product
B. Price
C. Physical
D. Promotion

(2 Marks)

Q8: Following can be considered under 'Place' element, except:

- A. Channel type
B. Kinds of Middleman
C. Kinds and Locations of Stores
D. Installation

(2 Marks)

Q9: Following are the types of pricing objectives, except:

- A. Employee retention oriented
B. Profit oriented
C. Sales oriented
D. Status quo oriented

(2 Marks)

Q10: Following are the stages of consumer problem solving process, except:

- A. Need/want awareness
B. Information search
C. Decide on solution
D. Customer retention

(2 Marks)

Section B:

Case Study Based Questions

It's important to relate to the given context in the case study when presenting the answers. Besides theoretical knowledge, you may use general business knowledge as well to address the below questions. You can make realistic assumptions as appropriate.

Q1: Zeemax is a textile manufacturing company. Lately, the company had been receiving several demanding product assignments which necessitate the staff to work overtime. Currently, the staff is exhausted with continuous late-night shifts. It has come to a point that some staff are frustrated and angry.

Thisanka Dissanayake is the Human resources (HR) manager of the Zeemax Garment Pvt Ltd. The company's clientele is predominantly European countries. Customers of these countries are very much concerned about ethical sourcing of products. As the HR manager, how Thisanka should try to maintain well-being of its staff members whilst catering to the demanding needs of the production team.

- (a) Distinguish the differences between management and leadership referring to relevant theories. (8 Marks)
- (b) What sort of management skills should Thisanka be using to manage the staff issues whilst catering to company needs? Use suitable examples and elaborate. (12 Marks)

Q2: Kavitha Bandara recently passed out from university XXX as a management graduate. She is aware how challenging the job market is for management graduates. She is determined to be employed as a management trainee in a multi-national organisation. She believes that it will give a good start to her career. She has plans to pursue her masters degree after obtaining about 5 years of industrial experience too.

- (a) Explain the term 'motivation' using suitable theories. (5 Marks)
- (b) Use the motivation framework and elaborate what motivates Kavitha to pursue her higher studies. (5 Marks)
- (c) According to Abraham Maslow's theory of Motivation, which stages Kavitha has already accomplished and what drives her to pursue more in life. (10 Marks)

Q3: Alu Max is a company producing personal protection equipment (PPE). With the Covid 19 pandemic, the company was thriving due to the excessive demand received for PPE. This requires making the maximum of the business opportunities in hand.

With the globalisation trends; e-commerce, virtual companies have emerged in the market place. As a result, direct marketing, greater customisation are very important. In addition, it has speed up the business deliveries and increased the agility and flexibility of things.

(a) Reflect on how Alu Max Company can use the elements of the marketing mix to achieve its objectives. (10 Marks)

(b) How would the management develop a good segmentation, targeting and positioning strategies for Alu Max Company? Relate to the given context. (10 Marks)

Q4: Alu Max company management has audacious goals to expand to international markets as well.

(a) Choose a suitable strategic approach for Alu Max Company to build a competitive advantage to venture successfully to international markets. (10 Marks)

(b) Using theory pertaining to external and internal environment, reflect on how the company should do an environmental scan. (10 Marks)

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