

THE OPEN UNIVERSITY OF SRI LANKA

DIPLOMA IN INDUSTRIAL STUDIES / DIPLOMA IN TECHNOLOGY

FINAL EXAMINATION - 2005/2006

TTM4239 MANAGEMENT STUDIES

310



DURATION - THREE HOURS

DATE: 17th April 2006

TIME: 1330 - 1630 Hours

Total Number of Questions =09

Number of Questions to be answered = 06

Answer question no 1, which is compulsory and additional five (5) questions. Question 1 carries twenty - five (25) marks and Questions 2 to 9 carry fifteen (15) marks each.

1. a. What are the main management functions? (3 marks)
- b. What do you understand by "Conceptual Skill" and what are the other two skills, that managers should have? (3 marks)
- c. What are the major five elements found in planning which bridges the gap from "Where we are and where we want to go?" (2 marks)
- d. "Long range, Medium range, Short range" are three types of planning based on the time duration of plan. What can you say about the duration of each type of plan mentioned above? (3 marks)
- e. What are the four steps in manpower planning? (2 marks)
- f. "Esteem Factor" is one of the factors that comes under "Maslow's Need Hierarchy Theory". Briefly comment on this statement. (3 marks)
- g. In order to produce goods and services, organizations need productive resources. What are these resources? (3 marks)
- h. What are the three types of economic systems? (2 marks)
- i. "Strength" is one element that comes under SWOT analysis. Explain three strengths which can be found in the Sri Lankan garment industry. (2 marks)
- j. What are the types of expenses that come under the Prime Cost? (2 marks)

2. a. Most individuals and groups are basically fairly traditional and conservative in their outlook and therefore do not generally welcome change. There are various reasons for this. Explain what are those reasons? (4 marks)
- b. How do you justify the investments in Research and Development in an organization? (6 marks)
- c. Information technology (IT) has brought many rapid changes in business and society in Sri Lanka. What are those changes? (5 marks)
3. a. What do you understand by Performance Appraisal? (3 marks)
- b. Performance Appraisal is important in manpower planning in all organizations for several reasons. What are those reasons. (6 marks)
- c. Discuss briefly the benefits you get from the appraisal system. (6 marks)
4. a. Explain the followings
I. Work Study
II. Time Study (5 marks)
- b. What are the benefits of work study? (7 marks)
- c. What do you understand by Productivity? Explain briefly. (3 marks)
5. a. State and explain the elements, in the process of communication. (5 marks)
- b. What are the four major tools in the Promotional Mix (4 marks)
- c. We can define packaging as "The activities of designing and producing the container or wrapper for a product." What are the objectives of packaging? (3 marks)
- d. By considering the product life cycle, identify what types of advertising needed for each step given below. (3 marks)
I. At the Introductory Stage
II. At the Growth Stage
III. At the Maturity Stage

6. a. What are the questions addressed by top level or strategic planning?
(4 marks)
- b. In Planning, there are certain steps involved the process. State and explain the steps involved.
(6 marks)
- c. There are several considerations managers should take into account in the planning process in order to make plans effective. What are these considerations?
(5 marks)
7. a. Mr. Anil started his own business in year 2005. The transactions of the business for May'05 are as follows,

2005

- May 1 started the firm with a Capital in cash of Rs.2500
- 2 Bought goods on credit from the following persons; D.Ellis Rs.540, C.Mendiz Rs.870, K.Gilbert Rs.250, D.Banda Rs.760, L.Lourance Rs.640
- 4 Sold goods on credit to C.Bandula Rs.430, B.Pathirana Rs.620, H.Siripathi Rs.1760
- 6 Paid rent by cash Rs.120
- 9 Bailey paid us his account by cheque Rs.430
- 10 H.Siripathi paid us Rs.1500 by cheque
- 12 We paid the following by cheque K.Gilbert Rs.250, D.Ellis Rs.540
- 15 Paid carriage by cash Rs.230
- 18 Bought goods on credit from C.Mendiz Rs.430, D.Banda Rs.1100
- 21 Sold goods on credit to B.Pathirana Rs.670
- 31 Paid rent by cheque Rs.180

You are requested to balance off the accounts and extract a trial balance as at 31st May 2005.

8. a. What is marketing?
(4 marks)
- b. What are the major aspects involved in marketing management?
(4 marks)
- c. There are few concepts, which organizations adopt in carrying out their marketing activities. What are those concepts?
(3 marks)
- e. What are the two key types of variables that come under Marketing?
Give examples for factors that comes under each type of variable?
(4 marks)

9. a. Following sales forecast for financial year 2006/07 is prepared by Mr.Ranjith who is the marketing manager of XYZ group of companies.

| Types of Product | Unit Price (Rs) | 1 st qtr | 2 nd qtr | 3 rd qtr | 4 th qtr |
|------------------|-----------------|---------------------|---------------------|---------------------|---------------------|
| Soap | 25 | 20000 | 25000 | 20000 | 20000 |
| Toothpaste | 40 | 10000 | 5000 | 8000 | 10000 |
| Perfume | 200 | 2000 | 2000 | 3500 | 2000 |

Assumptions:

1. No opening stock
2. No closing stock
3. Cost of production for each type is 70% of the sales price.

Calculate the followings,

- 1.Expected sales revenue for each quarter.
- 2.Gross profit for XYZ groups of companies.

(15 marks)