

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BACHELOR OF MANAGEMENT STUDIES HONOURS DEGREE IN
ACCOUNTING AND FINANCE



LEVEL 03

FINAL EXAMINATION – 2024 / 2025

AFU3303 AESTHETICS AND ANTHROPOLOGY FOR ACCOUNTING AND FINANCE

DURATION – THREE (03) HOURS

DATE: 10th January 2026

TIME: 9.30am – 12.30 pm

INSTRUCTIONS:

- Answer any 05 (FIVE) questions.
- Use appropriate examples to strengthen your answers.

1. A. “Aesthetic experience is not merely about visual pleasure, but about meaning, emotion, and subjective experience.”
Critically discuss this statement using examples from everyday life. In your answer, explain how aesthetic experiences influence human emotions and mental well-being. (10 Marks)
B. Evaluate why incorporating aesthetic awareness is particularly important for managers and professionals working in high-pressure fields such as accounting and finance. (10 Marks)
(20 Marks)
2. A. Evaluate the importance of anthropology in broadening your understanding of accounting and finance. (10 Marks)
B. Financial behaviour and financial wellbeing are significantly affected by cultural values, social interactions, demographic factors, and religious beliefs. Discuss this statement by taking appropriate examples. (10 Marks)
(20 Marks)
3. A. By taking appropriate examples, discuss the relationship between creative thinking and financial decision-making. (10 Marks)
B. Evaluate the role of emotional intelligence in corporate financial management and financial reporting. (10 Marks)
(20 Marks)

4. Explain the concept of “wealth maximization egoism” as interpreted in the religious teaching of Buddhism, Hinduism, Christianity and Islam. Use appropriate examples whenever it is needed. **(20 Marks)**
5. A. Explain the key concepts of behavioral finance, illustrating each with appropriate examples. **(10 Marks)**
B. What is financial therapy and why it is important in financial planning. Explain your answer. **(10 Marks)**
(20 Marks)
6. A. Critically discuss how demographic characteristics including age, gender, education, and marital status influence financial well-being of an individual. **(10 Marks)**
B. Evaluate how the demographic differences such as health status, geographic location, and household size affect wealth accumulation and access to financial opportunities. **(10 Marks)**
(20 Marks)
7. A. Discuss the importance of financial sector development in promoting economic growth and social development. **(10 Marks)**
B. Drawing examples from the recent Sri Lankan economic crisis, critically examine the social impacts of financial and economic crises. **(10 Marks)**
(20 Marks)

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