THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 3
FINAL EXAMINATION – 2007
MCU 1201- MANAGEMENT THEORY & PRACTICE
DURATION : THREE (03) HOURS

DATE : 10th February 2007 **TIME 9.30 a.m -12.30 pm.**

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IMPORTANT INSTRUCTIONS

- **ANSWER ANY FOUR (04) QUESTIONS.**
- **ALL QUESTIONS CARRY EQUAL MARKS.**

1. 'Managers have to play multiple roles in carrying out their day to day activities'. Do you agree with this statement?. Express your views using examples about roles that managers are expected to perform. (25 Marks)

2. a) Briefly explain the approaches used by the managers to organize their businesses. Use examples to elaborate your answer. (10 marks)

   b) 'Informal groups bring both positive and negative effects to formal organizations.' Critically evaluate this statement using examples. (15Marks)

3 a) What are the major factors suggested by Herzberg in motivating the employees of an organization.? Explain briefly. (10 Marks)

   b) Critically examine the relevancy of those factors to modern business organizations in retaining the workforce. (15 Marks)

4. a) What are the main characteristics of the different types of decisions that the managers have to make.? (10 Marks)

   b) "Each of the steps of the decision making process is equally important to arrive at an effective decision." Discuss the above statement using examples (15 Marks)

5. Assume that a student who has completed a degree specialized in Marketing has been promoted as the Marketing manager by his CEO. The said student wishes to obtain your advice for designing an effective communication system for the marketing department.
   Instruct him about the communication process and the different channels of communication that could be used to enhance the efficiency of his department. (25 marks)

6. In order to implement Total Quality Management (TQM) you need to identify the exact features of TQM. Explain those features with suitable examples. (25 marks)

7. Briefly explain the following;
   I. Bureaucratic model of Max Weber
   II. Influences of environment on business
   III.PERT as a tool of planning (25 Marks)

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