

**UNIVERSITY OF COLOMBO, SRI LANKA**

**FACULTY OF ARTS**

**SECOND YEAR EXAMINATION IN ARTS – SEMESTER 11 – 2017**

**ECN 2231 – MANAGEMENT THEORY AND PRACTICE**

**( Two Hours)**

**Answer FOUR (04) questions only.**

**1.**

(i) Write a brief mission statement for a local business with which you are familiar and explain how clear and written mission statement benefits a small Organization.

**(15 marks)**

(ii) How does the mission statement facilitate planning and controlling process of the organization?

**(10 marks)**

**2.**

(i) Differentiate between “efficiency” and “effectiveness”.

**(5 marks)**

(ii) Discuss the importance of “conceptual skills” to a manager.

**(10 marks)**

(iii) What are the four basic functions of management process, how are they related to one another.

**(10 marks)**

**3.**

(i) Certain types of needs acquired during the individual’s life time; people are not born with these needs but may learn through their life experiences. Examine this statement with acquired needs theory of motivation.

**(15 marks)**

(ii) Explain how managers can use the process theories of motivation in organizational context.

**(10 marks)**

4.

(i) Briefly describe the ten managerial roles described by Henry Mintzberg with suitable examples.

(15marks)

(ii) Discuss the importance of viewing business organizations from a global perspective. Support your answer using examples.

(10 marks)

5.

(i) "Structure follows strategy" Explain.

(10 marks)

(ii) Critically evaluate three organizational structures by describing advantages and disadvantages of each structure.

(15 marks)

6.

(i) Explain the difference between managers and leaders.

(5 Marks)

(ii) Explain the four specific roles of team leaders

(10 marks)

(iii) Identify the qualities that characterize the charismatic leaders.

(10 marks)