

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF GRADUATE STUDIES

Postgraduate Diploma in Labour Relations and Human Resource Management (Semester I)

Examination – October 2020

PG Dip (LRHRmgmt)-5102 – Fundamentals of Management

Three (03) Hours

Answer **any FIVE (05)** questions.

This paper contains seven (07) questions in total, printed on three (03) pages.

1. i. Define 'management' in your own words.

(04 Marks)

ii. Briefly explain five (05) importance of management to contemporary managers with examples.

(10 Marks)

iii. Explain how major skills to be depicted by managers should vary as the level of managerial position.

(06 Marks)

(Total: 20 marks)

2. i. What are the key findings of Hawthorne studies?

(05 Marks)

ii. Briefly describe four (04) elements of the external environment of organization with examples.

(08 Marks)

iii. Explain the contingency theory in management and its importance to contemporary managers.

(07 Marks)

(Total: 20 marks)

3. i. Describe the process of managerial planning. (10 Marks)
- ii. State advantages and disadvantages of planning to managers. (04 Marks)
- iii. Briefly describe the three (03) functions of organizing. (06 Marks)
- (Total: 20 marks)**

4. i. Briefly explain two (02) intrinsic motivational factors with examples. (06 Marks)
- ii. Describe the process of communication. (07 Marks)
- iii. What are the seven (07) principles for developing leadership in an organization? (07 Marks)
- (Total: 20 marks)**

5. i. Define the concept of 'organizational control'. (04 Marks)
- ii. Briefly explain three (03) non-financial control methods used by today's managers. (09 Marks)
- iii. State seven (07) challenges faced by contemporary managers in running their organizations. (07 Marks)
- (Total: 20 marks)**

6. i. What is meant by Business Models? (10 Marks)
- ii. Briefly explain a practicing business model by using Business Model Canvas (10 Marks)
- (Total: 20 marks)**

7. i. Define the concept of 'Creativity "

(05 Marks)

ii. Briefly explain three types of innovation with appropriate examples.

(07 Marks)

iii. Briefly discuss practice of "Blue Ocean Strategy" by highlighting four action frame works

(08 Marks)

(Total: 20 marks)
