

## SOUTH EASTERN UNIVERSITY OF SRI LANKA

FIRST EXAMINATION IN BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY FOR  
MANAGEMENT STUDIES) – 2007/2008  
SEMESTER – I, MARCH 2009

## ITMS 1113 - PRINCIPLE OF MANAGEMENT

Answer **all** questions.

Time: 03 hours

---

1. Read the following case and answer the questions below it:

**Performance Evaluation**

Mr. Dylan Muthalege, Manager (HRM) of Goodwill Co. Ltd., is worried these days. He wants to develop a standardized system for appraising the efficiency or performance of his employees. There is no documentary evidence of any earlier exercise on performance measurement carried out. Executive, senior and junior managers, senior and junior clerks, peons and sweepers, laborers, typists, telephone operators etc. carry out their responsibilities in a satisfactory manner. There is no standardized norm for assessing individual performance. For these purpose extraordinary performances, average and poor performance, group and individual performance, qualitative and quantitative performances etc. are to be first defined. As far as possible, the definition and measurement of performance should be acceptable to all employees. There should be minimum possible subjectivity in the appraisal of performance.

Somehow, Mr. Muthalege's subordinates have been resisting to the idea of defining and appraising performance. They feel that any written norm or standard may be misused by the superiors or the management, to harass them. Some of the employees are afraid that their inefficiency and negligence will be brought to light, if standard performance is defined and implemented. But most of the young employees are of the opinion that performance must be measured and linked up with various important policies on salary, promotion, training, increments, penalty and reward etc. They also know that if employee performance is known to the management, many future plans can be easily decided. The company can take new challenges if employee performance is well defined.

Worldwide performance improvement has become the key word. Improved performance reduces cost of operations and ultimately increases the profit of the company. Increases in profit would ultimately help the employees in getting better remuneration.

**Questions:**

- a) Define the term performance measurement. (05 Marks)
  - b) What are methods will you suggest in order to evaluate qualitative and quantitative performances of employees? (10 Marks)
  - c) Some subordinates have been resisting to the idea of defining and appraising performance: If you were Mr. Dylan Muthalege how you overcome this resistance. (10 Marks)  
(Total 25 Marks)
- 
2. a) State how a manager can play his managerial roles with the use of various managerial skills? (10 Marks)
  - b) Briefly explain the system approach to management. (05 Marks)  
(Total 15 Marks)
- 
3. a) 'Planning is the collection of decision: What are the series of sequential steps you have to follow when making Formal Planning? (06 Marks)
  - b) Why some people reluctant to delegate authority and reluctant to accept authority? (08 Marks)
  - c) "The electronic office is the way of organizing for efficiency" Comment this statement briefly. (06 Marks)  
(Total 20 Marks)
- 
4. a) One of the latest human resource technologies is the introduction of a Human Resources Information System to make a human resource department more effective and efficient. Explain. (08 Marks)
  - b) Do you think leadership style is fixed and unchangeable for a leader or is it flexible and adaptable? Describe. (07 Marks)

- c) What do you mean by 'communication network' which is operated in your university?  
(05 Marks)  
(Total 20 Marks)

5. a) Differentiate the **content theories** of motivation and **process theories** of motivation.  
(10 Marks)
- b) Briefly explain the control process of an organization.  
(05 Marks)
- c) Computer security and control is essential for an organization. Briefly explain.  
(05 Marks)  
(Total 20 Marks)