

SOUTH EASTERN UNIVERSITY OF SRI LANKA

FIRST EXAMINATION IN BACHELOR OF SCIENCE IN INFORMATION
TECHNOLOGY FOR MANAGEMENT STUDIES - 2009/2010
SEMESTER -I, AUGUST - 2011ITMS 1113^(P) - PRINCIPLES OF MANAGEMENT

Answer all questions.

Time : 03 hours

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

Wanted a Leader

Broadway Steel Company is the market leader in raw steel, with 40% market share. The company has a workforce of 1500 employees including 375 officers. The chairman of the company Mr. Rajays retired recently and could not place his successor immediately.

The company is now facing severe competition from new entrance, especially foreign companies the moral of employees' is down due to the absence of proper allocation of responsibilities, support from superiors and wage revision.

The company is also expecting a non-cooperation movement to be carried out by its two unions. Export orders are pending. The export market now expects better quality of product. The government has allowed Broadway Steel Company to expend its capacity, acquire new technology and also raise capital from the open market.

Three senior executives of the company are in the race of becoming the new chairman. Two senior bureaucrats from the central government departments are also aspiring for the same position

Fortunately Broadway Steel Company has a young talented hard working Human Resource Manager Mr. Ahnan with an MBA in HRM, he is willing to take this challenge and try to overcome this problem.

Questions:

a) Explain the Broadway Steel Company situation. (05 Marks)

b) What type of chairman (leader) is required for this company? What should be the priorities of the new chairman? (06 Marks)

c) Who should be making the chairman (leader)? Explain. (04 Marks)

d) If you were Mr. Ahnan, how do you accept this challenge and try to overcome this problem. (10 Marks)

(Total 25 Marks)

02. a) 'The management is responsible and answerable to many groups' Describe how a manager makes balance among these groups. (07 Marks)

b) Explain the levels of management in an organization with the needed managerial skills. (05 Marks)

c) How far the 'Hawthorn Studies' contribute to the management. Describe. (03 Marks)

(Total 15 Marks)

03. a) How far the six Ps of planning is important for the planning process? Explain the purpose of this six Ps of planning in brief. (06Marks)

b) Explain the two types of span of management with its determinant factors. (08 Marks)

- c) If you were appointed as a change agent for an organization in order to make that as an Electronic office, what are the initial steps you want to take? Explain in brief.

(06 Marks)

(Total 20 Marks)

04. a) Discuss in detail the importance of orientation program for new employees and the benefit of the orientation program.

(07 Marks)

- b) Is there a specific leadership style for the organization regardless of situation or else it's based on the situation? Explain.

(07 Marks)

- c) Describe the Herzberg's view of motivation associated with satisfaction and dissatisfaction.

(06 Marks)

(Total 20 Marks)

05. a) Explain four advance communication methods used by organizational members to communicate, share information and do their work.

(08 Marks)

- b) Discuss in detail the different approaches for controlling and their usages in an organization.

(06 Marks)

- c) 'Computer security is a control element for an electronic office' Do you agree to this statement. Describe.

(06 Marks)

(Total 20 Marks)