

**EASTERN UNIVERSITY, SRI LANKA**

**FACULTY OF SCIENCE**

**Third Year Second Semester Examination in Science – 2014/2015**

**December 2017/ January 2018**

**OC 304 - Perspective and Practice of Management**

**Answer all questions**

**Time: 01 Hour**

**Q 01. In each of the following questions from 01 to 05, select the most appropriate answer from the multiple choices.**

1. The competitors of a company are the part of what type of environment for the organization?
  - a) External environment
  - b) General environment
  - c) Task environment
  - d) Internal environment
  
2. Formal and legitimate right of a manager to make decisions and issue orders is called:
  - a) Motivation.
  - b) Authority.
  - c) Chain of command.
  - d) Organizational behaviour.
  
3. Which of the following is not a barrier for the effective organizational communication
  - a) Filtering
  - b) Language
  - c) Information overload
  - d) Media richness
  
4. The purpose of Job design is to improve task efficiency by reducing the number of tasks a single person must do is called:
  - a) Job simplification
  - b) Job Rotation
  - c) Job Enlargement
  - d) Job Enrichment

5. Which of the following is not an element of competitive advantages for an organization
- a) Core competencies
  - b) Developing synergy
  - c) Portfolio strategy
  - d) Targeting customers

(05x 05 = 25 Marks)

**Q 02. In each of the following questions from 01 to 03, write the most appropriate answer.**

1. Identify three frameworks for corporate level strategy ;

- a) .....
- b) .....
- c) .....

(02 x 03 = 06 Marks)

2. State three different types of organizational controlling methods;

- a) .....
- b) .....
- c) .....

(02 x 03 = 06 Marks)

3. Identify two elements of internal environment of an organization

- a) .....
- b) .....

(1.5 x 02 = 03 Marks)

**Q 03.** Environmental factors play a major role in determining an organization's success or failure. Describe the General environment of an organization. For each dimension, give at least one example. (15 Marks)

**Q 04.** A strategy is a comprehensive plan for accomplishing an organization's goals. Briefly explain the Strategic Management Process with an appropriate diagram. (15 Marks)

**Q 05.** Describe the Motivation-Hygiene theory (the Two-Factor theory) developed by Frederick Herzberg. (15 Marks)

**Q 06.** Organizational Control refers as the systematic process through which managers regulate organizational activities to meet planned goals and standards of performance. Explain the model of organizational control with a diagram. (15 Marks)

(Total 100 Marks)