

Eastern University, Sri Lanka
Faculty of Commerce & Management
First Year First Semester Examination in BBA /BCOM
2016/2017 (July/August 2018) (Proper/Repeat)
MGT 1032 Career Guidance

Answer all questions

Time: 02 Hours

Q1. Read the following case study and answer the questions given below.

Higher Education for Employment

There are many reasons for going to university, including – naturally – a love of the subject to be studied, and the opportunity to experience a different way of life. Higher education is much more than a production line for work-ready graduates. Nevertheless, there is no denying that people see higher education as a stepping stone to a good job. Many graduates who enter into the university say that they went to university to improve their job opportunities.

Of course, many higher education programmes are explicitly vocational, including medicine, engineering, accountancy and law. New qualifications such as Foundation Degrees have broadened the appeal of higher education, and made it easier to access through further education colleges as well as old and new universities. Other courses are less directly vocational. Nevertheless, they help students develop analytical and presentational skills which are highly valued in the modern economy. But is that enough? Some graduates and their employers say more could be done to develop students' wider skills and attributes, including team-working, communication, leadership, critical thinking and problem solving. These are known collectively as employability skills.

What is employability skill? What do recent graduates, their employers and higher education institutions think about employability skills?

There would be three findings stand out above all. First, everyone seems to agree that work placements and internships make a huge difference to employability skills. However, access to placements is patchy, to say the least. Some higher educational institutions (HEIs) attach great importance to it, others do not. Some see them as relevant to all students; others seem to think they matter to engineers, but not to historians or social scientists.

Second, many HEIs have developed graduate employability programmes. This is very welcome. However, the programmes depend too heavily on hard-pressed careers service staff, and have too little support from academic staff. Furthermore, little is done

to evaluate the effectiveness of most HEIs' employability programmes. Third, employers feel ignored by HEIs. In many cases, they have few (if any) links with an HEI; and those employers – relatively few in number – who serve on university committees say their views on course design are disregarded. The report sets out some very clear recommendations for action, including placing employability at the centre of HEIs' strategic planning, widening access to work placements, and promoting real and equal partnerships between employers and HEIs.

Questions:

- i. **Define** the term '**Employability Skills**'.
(Marks 05)
- ii. In which ways the universities can develop this skill. Cite from the case and your expectations.
(Marks 05)
- iii. Briefly **discuss** the advantages and disadvantages of internship/industrial placements.
(Marks 05)
- iv. Briefly **explain** how you would manage time for your better performance.
(Marks 05)
- v. As an undergraduate, what are your plans to develop your future career?
(Marks 05)

(Total 25 marks)

- Q2. i) **Describe** the term 'soft-skills' and explain the skills which are expected by the employers?
(Marks 05)
- ii) Briefly **explain** about emotional intelligence model.
(Marks 05)
- iii) What's a purpose of a CV? **Prepare** a model Curriculum Vitae.
(Marks 05)

(Total 25 Marks)

- Q3. i) 'Leadership is the action of leading a group of people or an organization'.
Describe the qualities of a good leader.
(Marks 05)
- ii) **Explain** the difference between the job and the career.
(Marks 05)

iii) **Differentiate** counselling and advising with suitable example.

(Marks 05)

iv) 'One of Donald Super's greatest contributions to career development has been his emphasis on the importance of the development of self-concept'. **Explain** Donald Super's theory.

(Marks 10)

(Total 25 Marks)

Q4. i) **Discuss** the forces which change the skill demand in the world of work.
Automation.

(Marks 05)

ii) Why positive thinking and positive attitude of employees are important to an organization? **List** the benefits of positive attitude and positive thinking

(Marks 05)

iii) **Identify** yourself in the changing World of Work and relate how you can change yourself to coop with the changing environment?

(Marks 05)

iv) 'The personality-job fit theory postulates that a person's personality traits will reveal insight as to adaptability within an organization'. Please **identify** yourself with this theory.

(Marks 10)

(Total 25 Marks)

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MGT 1013 Principles of Management

Note: Question No 5 should be answered in the question paper itself and handed over along with the answer book. Each question carries one mark.

Q5

- 1 A reporting relationship in which an employee receives orders from, and reports to, only one supervisor is known as:
 - a. Line of authority.
 - b. Centralization.
 - c. Unity of direction.
 - d. Unity of command.

- 2 The management process functions consist of
 - a. Planning, organizing, staffing and directing
 - b. Planning, organizing, leading and directing
 - c. Planning, organizing, leading and staffing
 - d. Planning, organizing, leading and controlling.

- 3 Planning is based on:
 - a. Decision-making,
 - b. Forecasting,
 - c. Staffing,
 - d. Organizing

[Hint: Planning is setting objectives and deciding how to accomplish them.]

- 4 Strategic plans are:
 - a. Single use plans,
 - b. Long range plans,
 - c. For lower management levels.
 - d. Standing plans.

- 5 Participating in the planning process makes:
- Effective planning,
 - Cost reduction,
 - Increase output.
 - Perception of opportunities.
- 6 What are the three levels of planning?
- Operational, intermediate and strategic
 - Headquarters, divisional and local
 - Top, middle and bottom
 - None of the above.
- 7 Which of the following indicates the importance of planning?
- Makes way for orderly activities
 - Provides a basic for control in an organization
 - Reduces risk of uncertainty
 - All of the above.
- 8 In a formal organization, "power" is associated with:
- An individual,
 - Position,
 - Relationship,
 - Control
- 9 Delegation is:
- A continuous process,
 - Unfolding talents,
 - Granting the right to command.
 - All of the above.
- [Hint: Delegation is the act of granting of conferring something and the term authority means right to command.]
- 10 _____ provides a focus and direction for formulating strategy to achieve organizational objectives.
- Management by objectives
 - Strategy by objectives
 - Management by strategy
 - Strategic planning model.

- 11 The popular on-the-job training methods include:
- Job rotation,
 - Classroom lectures,
 - Films.
 - Description and displays
- [Hint: On-the-job training methods allow the workers to work in a realistic work environment and gather experiences.]
- 12 Non-financial incentives have many things to do with:
- Directing,
 - Motivation,
 - Planning,
 - Organizing.
- 13 Staffing needs:
- Man power planning,
 - Authority,
 - Communication,
 - Coordination.
- [Hint: Staffing needs estimates of present and future needs of managerial man power and therefore it needs some pre-thinking.]
- 14 Feedback can come in the form of :
- Nonverbal communication only.
 - Verbal communication only.
 - Environmental noise.
 - Verbal and nonverbal listener responses.
- 15 When a subordinate or a lower level manager passes information or offers suggestions to the higher level management, they are using which level of communication?
- Upward communication.
 - Downward communication.
 - Lateral communication.
 - Diagonal communication.
- 16 According to MASLOW'S Hierarchy of needs theory, human needs are to be arranged in the following hierarchy of importance,
-
- Physiological needs>social needs>safety needs>esteem needs > self-actualization needs.
 - Physiological needs>safety needs>esteem needs>social needs > self-actualization needs.

- c. Safety needs>physiological needs>social needs>esteem needs > self-actualization needs.
- d. Physiological needs>safety needs>social needs>esteem needs > self-actualization.

17 According to Herzberg's motivation hygiene theory, the opposite of satisfaction is

- a. Dissatisfaction.
- b. No satisfaction.
- c. No dissatisfaction.
- d. All of the above.

18 Which theory of motivation starts with an assumption that employees are rational?

- a. Goal setting theory.
- b. Expectancy theory.
- c. Reinforcement theory.
- d. Herzberg's Two-Factor theory.

19 Union function arises as a result of employees

- a. Problem of communication.
- b. Longing for belonging.
- c. Dissatisfaction.
- d. Change in technology.

20 The essential components of communication are

- a. Source, message, interference, channel, receiver, feedback, environment and context.
- b. Symbols, understanding, communication, and communicant.
- c. Symbols, understanding, purpose, ideas, opinions, nonverbal, and reaction.
- d. Source, destination, interaction, and correlation.

(Total Marks 20)