



EASTERN UNIVERSITY, SRI LANKA
FACULTY OF SCIENCE

FIRST YEAR / SECOND SEMESTER EXAMINATION IN SCIENCE 2005/2006

PROPER/ REPEAT (MARCH/ APRIL, 2008)

OC – 304 PERSPECTIVE AND PRACTICE OF MANAGEMENT

Time – 01 hours

Answer all questions

1. Discuss why knowledge of evolution of management theories is important to managers.
2. What is behavioural approach, how is behavioural approach useful to the practice of management. ?
3. Identify the different forces in the task environment and explain how they could influence the profit & survival of the organization.
4. Define “effective communication” and list out the most frequent barriers to communication.
5. Define Motivation and explain Maslow’s need theory of motivation.
6. What does social responsibility mean? Explain Total Corporate Social Responsibility of the organization.
7. Define “human resource management and describe its goals.
8. What do you meant by “Quality” and explain basic dimensions that determine the quality.
9. Explain Equity theory of motivation.
10. Describe organization environment, and identify component of general and internal environment.

(10* 10 = 100 Marks)