

Answer all Questions

Time: 02 HOURS

Q1.

(i) Choose the correct answer for the following questions from the given choices and write correct answer (Alphabet Letter) in the answer sheet provided.

1. _____ is the informal exchange of information or services among individuals, groups, or institution who have grouped together for some common purpose.
 - A. Negotiation
 - B. Networking
 - C. Marketing
 - D. Time Management

2. Mr Mark is the head of an institution and he is willing to take part in an event as the Chairperson, what kind of role is Mr Mark depicting?
 - A. Spokesperson
 - B. Figurehead
 - C. Disseminator
 - D. Leader

3. Which kind of negotiation style will you suggest when there will be a deeper analysis that needs to be done for a negotiation?
 - A. Quietly Manipulating
 - B. Confident Promoting
 - C. Pushy Bullying
 - D. Carefully Suggesting

4. Imagine that you are in a meeting as a Manager and need to solve a problem within the meeting. Which type of skill, do you need to have as a Manager?
 - A. Intrapersonal Skill
 - B. Solving Skill
 - C. Interpersonal Skill
 - D. Technical Skill

5. Ms Rose plans to start her higher studies by next month and she needs to manage her time effectively. As per Covey's Time Matrix, what kind of key action, she needs to take when she has important and not urgent activities?
 - A. Focus on the activities
 - B. Manage the activities
 - C. Defer the activities
 - D. Avoid the activities

6. The extended Ps of the service marketing mix is:
 - A. People, Product, Place
 - B. Price Physical Evidence, Promotion
 - C. Physical Evidence, Process, People
 - D. Product, Process, Physical Environment

7. Select the social media application that is primarily used for professional networking and career development
 - A. Facebook
 - B. Twitter
 - C. LinkedIn
 - D. Instagram

8. What does the acronym SMART stand for?
 - A. Suitable, measurable, actionable, rewarded and timely
 - B. Specific, measurable, actionable, resourced and timely
 - C. Standardised, measurable, achievable, rewarded, and timely
 - D. Specific, measurable, achievable, relevant and timely

9. The negotiation style that exploits the other party's weakness openly is known as.....
 - A. Pushy Bullying
 - B. Carefully Suggesting
 - C. Quietly Manipulating
 - D. Confident Promoting

10. The employees of a company have issues with the wage rate, safety, and health benefits from the Management. Imagine you as the Chairperson of the company and what kind of role will you show to handle the issue?
 - A. Decisional Role
 - B. Liaising Role
 - C. Interpersonal Role
 - D. Intrapersonal Role

11. Which of the following marketing mix activities is most closely associated with newsletters, catalogs, and invitations to organization-sponsored events?
 - A. Promotion
 - B. Product
 - C. Pricing
 - D. Distribution

12. Mathushika spends all her after-lecture hours practicing more and more sample question papers. She wants to do well in her exams. This is not an example of
 - A. Procrastination
 - B. Self-awareness
 - C. Self-Discipline
 - D. Self-Motivation

13. What is the “Key action” of Quadrant “Deception” in Stephen Covey’s Time management matrix?

- A. Manage
- B. Focus
- C. Use caution and avoid
- D. Avoid

(ii) State whether the below-mentioned statements are True or False.

14.	The activity where sender uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message is called Decoding	True/False
15.	Messages flowing from subordinates to superiors are labelled upward communication	True/False
16.	In negotiation, a point beyond which no more concessions can be made to the other side without damaging our side’s assets and position is determined as Bottom-line.	True/False
17.	Para language shows how we dress, walk, and the distance we maintain, when communicating with others.	True/False
18.	ABC company's performance in March 2024 shows a stage where the company covers all costs with a decent profit gain and the chairman claims this as the Breakeven stage	True/False
19.	In negotiation, if BATNAs are possible, don’t negotiate; if WATNAs are possible, negotiate	True/False
20.	Distributive bargaining is the negotiating process in which the two sides try to concede as little as possible and to gain as much as they can.	True/False

(20 x1.5=30) (Total 30 Marks)

Q2.

(i) Assume that you are working in marketing department of a Packaging Company. You have been asked to develop a marketing mix for a new product – Eco-friendly packages. Describe about the product, price, place and promotion elements about the product in detail.

(16 Marks)

(ii) The qualities of communication which the sender must achieve are called the C's of Communication. List 08 C's of Communication

(04 Marks)

(Total 20 Marks)

Q3.

(i) A welfare society has decided to print a handbook containing advices to protect from Dengue fever in a selected area. It is expected to distribute this handbook free of charge to residents in the selected area with a disposable bag and a garbage bin. A private bank has agreed to provide a sponsorship of Rs. 1,500 for each beneficiary participating in this programme. The estimated costs of this programme are as follows:

Description of cost	Rs.
Advising fee of doctors for the preparation of the book	30,000
Printing cost per book	700
Editing cost of the book	25,000
Cost of writing a chapter (The book consists of 07 chapters)	10,000
Cost of drawing pictures of the book	10,000
Typing cost per page (The total number of pages of the book is 50)	300
Cost of disposable bag	100
Cost of garbage bin	200

You are required to find the following:

1. Total fixed cost and the variable cost per beneficiary.
2. To cover the total cost of this programme:
 - a. The expected number of beneficiary.
 - b. The expected sponsorship from the private bank.
3. The expected number of beneficiary to obtain a surplus of Rs. 100,000 to the welfare society fund from this programme.
4. If a sponsorship of Rs. 900,000 is provided for this programme by the private bank, the surplus that could be obtained for the welfare society fund

(15 Marks)

(ii) Henry Mintzberg's Managerial Roles Model is widely used and respected by business professionals and is helpful in understanding the different roles that a manager may play in an organization. Briefly explain **any five** managerial roles proposed by Henry Mintzberg.

(05 Marks)

(Total 20 Marks)

Q4.

- (i) Pradeep had a friend (Bob) who had a friend (Ray) who started his own company when he was 20 years old. Pradeep is a young entrepreneur who also wants to start his own business one day and wanted to talk to Ray to learn all he could (what to do and what not to do).

Pradeep called Ray, who agreed to a meeting. Before the meeting, Pradeep did some basic research to get a better idea of what it takes to start a new business (he looked up average start-up costs, how to secure a loan, etc.). He also wanted to know about marketing, web design, and product development, so he researched Ray's company to get a better idea of Ray's business strategy. He had his notes written down to be sure to stick to specific issues. He practiced saying the questions again and again louder to regulate his voice tone and flow. Then he requested his friend, Bob to do a role-play with him about the discussion with Ray: Bob agreed and they both did the role-play from which Pradeep developed his confidence about the questions to ask Ray.

On the meeting day, he dressed in formal attire, wore a tie with clip, and had little amount of perfume. He took pen and a notebook to write down important points. He also took his career portfolio for the meeting. Ray was really happy about the meeting – especially because Pradeep was prepared and didn't waste his time. In fact, Ray was pleased that Pradeep contacted him. Pradeep collected all the necessary information he needed to start

a business. Ray wanted to see the resume of Pradeep so that he can share with business partners. As Pradeep had his resume in his portfolio, he gave that to Ray.

What did Pradeep do?

Write in the perspective of

1. Prepare
2. Practice
3. Pull yourself together

(12 Marks)

(ii) Briefly explain the Three Level of Management with examples.

(03 Marks)

(Total 15 Marks)

Q5.

(i) List out the four quadrants of Stephen Covey's Time Management Matrix?

(02 Marks)

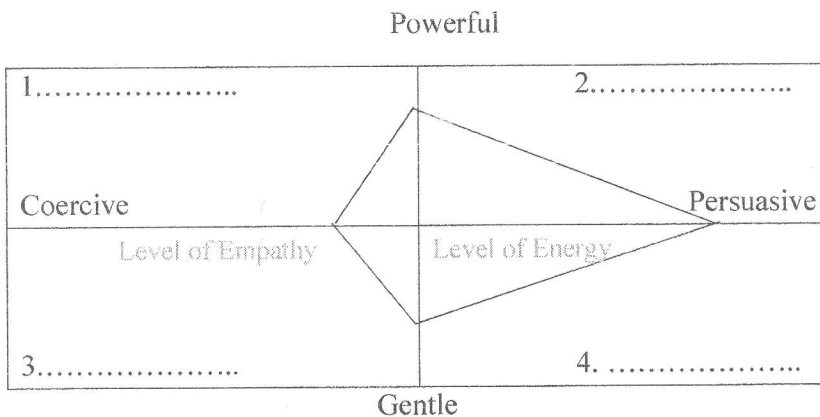
(ii) There are many barriers to communication and these may occur at any stage in the communication process. State four common barriers to effective communication.

(02 Marks)

(iii) Briefly explain the three main categories of skills needed by a manager in an organization.

(03 Marks)

(iv) The following table has been prepared using Warner's styles of negotiation. You are required to fill in the blank cells in the table.



(04 Marks)

(v) State four benefits of using effective time management tools in accomplishing the tasks.

(04 Marks)

(Total 15 Marks)