



EASTERN UNIVERSITY, SRI LANKA

THIRD YEAR / SECOND SEMESTER EXAMINATION IN SCIENCE

- 2002/2003 (Proper & Repeat)

OC 303 INTRODUCTION TO MANAGEMENT

Answer all questions

Time : 01 hour

- a) Define the terms "Management", "Effectiveness", and "Efficiency".
- b) Briefly explain the different levels of management.
- c) Describe the roles of middle managers.
- d) List out and briefly explain the basic functions of management.
- e) Explain the terms "Strategic allies" and identify the advantages of strategic allies to an organization
- f) List out and explain in short the dimensions of general environment.
- g) Briefly explain the different types of goals
- h) Identify and briefly explain the types of strategic alternatives
- i) Cite the characteristics of effective control
- j) Identify the reasons for employees to resist control

(4 X 10 =40 Marks)

- a) Identify and briefly describe the different skills of management
(15 Mark)
- b) Explain the dimensions of task environment
(08 Mark)
- c) Describe why, most organizations need to focus their attention on their task environment
(07 Mark)

(Total 30 Marks)



3.

- a) Briefly describe the types of plans (06 Marks)
 - b) Explain in brief the SWOT analysis to an organization (08 Marks)
 - c) List out and briefly explain the purpose of control (08 Marks)
 - d) Briefly describe the steps in the control process (08 Marks)
- (Total 30 Marks)