USE A SEPARATE ANSWER BOOKLET. WRITE THE NAME OF SUBJECT AS "MANAGEMENT"

THE ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

INTERMEDIATE EXAMINATION - JULY 2012

MANAGEMENT

of

(56) BUSINESS LAW & MANAGEMENT (BL&M)

29-07-2012
Afternoon
[3.30 – 5.00]

Time: 01 hour 30 minutes

Instructions to Candidates:

(1) This is the Management part of the subject - Business Law and Management.

(2) Answer any five (05) questions.

(3) Answers should be in the medium applied for, in the booklets provided.

(4) To be considered for a pass in BL&M, a candidate should obtain a minimum of 40% or 50%, as the case may be, in each of the parts Business Law, as well as Management.

(5) 50 Marks.

01. (a) Identify two (02) business functions of an organisation. (02 marks)

(b) Why is management needed? State three (03) reasons. (03 marks)

(c) What is meant by business environment? Describe briefly the main two (02) elements of business environment. (05 marks)

(Total 10 marks)

02. (a) State the difference between Programmed Decisions and Non-Programmed Decisions. (02 marks)

(b) State four (04) benefits of effective planning for an organization. (02 marks)

(c) Explain briefly three (03) main types of plans according to the levels of a business. (06 marks)

(Total 10 marks)
03. (a) State two (02) reasons for Delegation of Authority. (02 marks)

(b) Briefly describe each of the following principles of management:
   (i) Authority. (03 marks)
   (ii) Unity of command.

(c) Explain the relationship between Power and Leadership. (05 marks)

(Total 10 marks)

04. (a) State the process of Motivation. (03 marks)

(b) Suggest two (02) non-financial motivators that can be offered for managerial level employees of a service organisation. (02 marks)

(c) Describe briefly five (05) factors that need to be considered when developing a motivational package for an organisation. (05 marks)

(Total 10 marks)

05. (a) Define the term “Communication”. (02 marks)

(b) State three (03) sources of non-verbal communication. (03 marks)

(c) Explain five (05) qualities of good communication. (05 marks)

(Total 10 marks)

06. (a) State three (03) main functions of an office. (03 marks)

(b) What is meant by “Societal Marketing Concept”? (02 marks)

(c) Discuss the importance of the Marketing Function for an organisation. (05 marks)

(Total 10 marks)