



THE ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA
INTERMEDIATE EXAMINATION - JULY 2013

MANAGEMENT

of

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

28-07-2013
Afternoon
[3.30 – 5.00]

Time: 01 hour 30 minutes

No. of Pages :02
No. of Questions :06

• **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.

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- 01.** (a) Define "Organizational Objectives". (02 marks)
- (b) State two(02) differences between a formal organization and an informal organization. (02 marks)
- (c) Explain how line functions and staff functions help in achieving the objectives of the organization. (06 marks)
- (Total 10 marks)

- 02.** (a) Define the term "Business Ethics". (02 marks)
- (b) State the difference between General Managers and Functional Managers. (02 marks)
- (c) Briefly explain the three(03) main managerial roles introduced by Henry Mintzberg. (06 marks)
- (Total 10 marks)

- 03.** (a) What is a "System"? (02 marks)
- (b) State two(02) features of Contingency Approach (situational approach) to Management. (02 marks)
- (c) Briefly explain three(03) traits of an effective leader. (06 marks)
- (Total 10 marks)
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- 04.** (a) List four(04) methods of recruitment suitable for a private sector bank. (02 marks)
- (b) Briefly explain three(03) key elements of a Plan. (03 marks)
- (c) Explain the process of motivation with a suitable example. (05 marks)
- (Total 10 marks)
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- 05.** (a) Define the term "Coordination". (02 marks)
- (b) Briefly explain the process of communication. (03 marks)
- (c) Discuss what a sender could do in order to overcome communication barriers. (05 marks)
- (Total 10 marks)
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- 06.** (a) Define the term "Office". (02 marks)
- (b) State the difference between "Customer Value" and "Customer Satisfaction". (03 marks)
- (c) Describe the marketing mix. (05 marks)
- (Total 10 marks)

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