

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

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THE ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA

INTERMEDIATE EXAMINATION - JANUARY 2012

MANAGEMENT

of

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

29-01-2012
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 the term "stakeholder" and give two(02) examples for stakeholders of an organisation. (02 marks)
- (b) "An organisation is a socio-economic entity". Explain. (05 marks)
- (c) Describe briefly three(03) types of social responsibilities of a business. (03 marks)
- (Total 10 marks)
02. (a) What do you understand by Decision Making. (02 marks)
- (b) "Managers should always make rational decisions." Explain this statement. (05 marks)
- (c) Explain three(03) barriers for effective planning. (03 marks)
- (Total 10 marks)

- 03.** (a) Define “Organisation Structure”. (02 marks)
- (b) Describe how span of control determine the nature of organisation structure. (03 marks)
- (c) Explain the advantages and disadvantages of formalization. (05 marks)
(Total 10 marks)
- 04.** (a) Define the term “Motivation”. (02 marks)
- (b) Briefly explain the following human needs with two(02) examples for each:
- (i) Physiological needs.
- (ii) Social needs. (04 marks)
- (c) Explain the importance of Training and Development for organisational success. (04 marks)
(Total 10 marks)
- 05.** (a) State a definition for “Leadership”. (02 marks)
- (b) Explain the nature of Employee Oriented Leadership style. (03 marks)
- (c) Explain five(05) barriers for effective communication. (05 marks)
(Total 10 marks)
- 06.** (a) Explain the difference between Production and Product concepts. (02 marks)
- (b) Describe the four elements of the marketing mix applicable for a tangible product. (04 marks)
- (c) Describe the functions of an office and an office manager. (04 marks)
(Total 10 marks)