



**Institute of Human Resource Advancement (IHRA)
University of Colombo, Sri Lanka**

**Master of Science in Service Management Course No.05
1st Year 1st Trimester Examination**

(Held in January, 2019)

MSM 5133 – Management Process

Instructions to the Candidates

- (1) This paper consists seven (07) questions and two (02) pages.
- (2) **Answer only five (05) questions.**
- (3) Write your Index Number on all pages of answer scripts.
- (4) Time allocated for the examination is Three (03) hours.
- (5) Tie up all answer sheets at the end of the examination.
- (6) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

1. i. Describe the characteristics of an effective goal.
(06 Marks)
- ii. Explain the relationship between planning process and formal mission statement of an organization.
(06 Marks)
- iii. Discuss the importance of contingency planning for today's organization.
(08 Marks)
- (Total 20 marks)**
2. i. Define the term "environmental scanning".
(03 Marks)
- ii. Discuss the relevance of environmental certainty and organizational business process.
(07 Marks)
- iii. Justify the importance of inter-organizational partnerships for contemporary organizations.
(10 Marks)
- (Total 20 marks)**
3. i. Determine the elements of an organizational culture.
(04 Marks)
- ii. Describe the levels of an organizational culture with appropriate examples.
(06 Marks)
- iii. Discuss the importance of an organizational culture in making of citizenship behavior among employees.
(10 Marks)
- (Total 20 marks)**
4. i. State the level of strategies with managerial positions of an organization.
(03 Marks)
- ii. Determine the basic elements of an effective strategy.
(03 Marks)
- iii. Describe the steps of strategy formulation.
(06 Marks)
- iv. Discuss the importance of effective communication for implementation of a strategy in an organization.
(08 Marks)
- (Total 20 marks)**

5. i. Explain the types of decision making.

(04 Marks)

ii. Discuss the relevance of certainty and uncertainty with types of decision making.

(05 Marks)

iii. Compare the different models of decision making.

(06 Marks)

iv. How do you justify the essentiality of evaluation and feedback in a decision making process.

(05 Marks)

(Total 20 marks)

6. i. Define the meaning of control.

(04 Marks)

ii. Describe the importance of quality management for a service organization.

(06 Marks)

iii. Discuss the process of balanced scorecard in an organization.

(10 Marks)

(Total 20 marks)

7. Write short notes on followings.

i. Unity of command

ii. Departmentalization.

iii. Advantages and disadvantages of virtual network.

iv. Concurrent control.

v. Total quality management.

(04 X 05 = 20 Marks)
