

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
DEPARTMENT OF COMMERCE

Third Year/ First Semester Examination in Commerce – 2012/2013

(April 2015) (Repeat/ Re Repeat)

DED 3032 Entrepreneurship

29 APR 2015

Time: 02 Hours

Answer all questions.

01. Answer the following questions briefly

- (i) What is entrepreneurship?
- (ii) What is the role of entrepreneurship in the economic development of a country?
- (iii) What do you mean by Innovation? How innovation is related to starting a new business?
- (iv) Why does an entrepreneur need a feasibility plan?
- (v) What is a financial plan? Give its main components.
- (vi) Explain “**Distribution mix**” as an element of “**Marketing mix**”.
- (vii) What are the risks faced by an entrepreneur when operating a business in Sri Lanka.
- (viii) Explain any two growth sustaining activities of an enterprise.
- (ix) What are the three phases of entrepreneurship development?
- (x) What is the role of “**locus of control**” in enterprise formation?
- (xi) Describe the problems faced by women entrepreneurs in Sri Lanka.
- (xii) List the factors that should be kept in mind by an entrepreneur as part of a production plan.
- (xiii) Explain any six ways in which new ideas can be generated.
- (xiv) Why is inventory control essential for an entrepreneur?
- (xv) Explain “**working capital requirement**” for an enterprise.
- (xvi) What are the different sources of capital available for entrepreneurship?
- (xvii) List any six problems faced by the first generation of entrepreneurs in Sri Lanka.
- (xviii) State the two key behavioural characteristic of an entrepreneur?
- (xix) What is role of government in developing self-employment in Sri Lanka?
- (xx) What are the barriers to a graduate of EUSL in becoming an entrepreneur?

(02 x 20 = 40 Marks)

02. To be successful in entrepreneurship, entrepreneur should possess certain competencies.

(i) List out the essential competencies. **(10 Marks)**

(ii) Briefly describe any five of them. **(10 Marks)**

(iii) Explain how these competencies will assist an entrepreneur to be Successful. **(10 Marks)**

(Total 30 Marks)

03. Eastern Province is rich in resources. But the utilization of these resources for production is very poor.

(i) Identify 10 major resources in Eastern Province. **(05 Marks)**

(ii) Discuss the reasons for the non-utilization of these resources. **(10 Marks)**

(iii) Select 05 resources and list out the products that can be produced using these resources. **(10 Marks)**

(iv) What reasons would you have to become an entrepreneur? **(05 Marks)**

(Total 30 Marks)