

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

**Third Year First Semester Examination in Bachelor of Business Administration/  
Bachelor of Commerce / Specialization in Human Resource Management/  
Specialization in Marketing Management / Specialization in Accounting and Finance/  
Specialization in Business Economics – 2017/2018  
(Proper / Repeat) (July 2019)**

**DED 3032 Entrepreneurship**

**Time: 02 Hours**

**Answer all questions.**

**01. “Entrepreneurship is one of the most important inputs in the economic development of a country.”**

- (i) Differentiate among the terms “Entrepreneur”, “Entrepreneurship” and “Enterprise.”  
**(06 Marks)**
- (ii) What are the characteristics of Entrepreneurship?  
**(05 Marks)**
- (iii) What are the factors affecting Entrepreneurship in Sri Lanka?  
**(06 Marks)**
- (iv) What are the role of Entrepreneurship in economic development of the country?  
**(08 Marks)**

**(Total 25 Marks)**

**02. “Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to anticipate current and future needs and bring good new ideas to market.”**

- (i) Distinguish between (a) Entrepreneur and Small Businessman and (b) Intrapreneur and Manager.  
**(06 Marks)**
- (ii) What are the key personal entrepreneurial competencies required for a successful entrepreneur? Briefly describe each of the competencies.  
**(06 Marks)**
- (iii) What are the barriers to a Sri Lankan graduate in becoming an entrepreneur?  
**(06 Marks)**
- (iv) Describe the problems faced by women entrepreneur in Sri Lanka.  
**(07 Marks)**

**(Total 25 Marks)**

**03. "The business plan can serve as the blueprint for your business and be supplied to financial institutions or investors if debt or equity financing is needed to get your business off the ground."**

(i) What is a business plan?

**(04 Marks)**

(ii) Explain the need for a business plan from the perspective of the entrepreneur and the investor.

**(06 Marks)**

(iii) Briefly explain the key components of a business plan.

**(08 Marks)**

(iv) Calculate the cost of producing 01 Kg of mixture snack (use a minimum of seven (07) ingredients). Give all the assumptions and the details of your calculations.

**(07 Marks)**

**(Total 25 Marks)**

**04. "One of the main obstacles for the expansion of entrepreneurial venture marketing. Every business will flourish and prosper if the marketing plan formulated based on a *market survey*."**

(i) Describe what marketing is and its importance to a business.

**(08 Marks)**

(ii) What is a market survey?

**(04 Marks)**

(iii) What are the different situations that necessitate for a market survey?

**(05 Marks)**

(iv) Explain how you would conduct a market survey for a product of your choice.

**(08 Marks)**

**(Total 25 Marks)**