



Eastern University, Sri Lanka

Faculty of commerce and Management

Final year Second Semester Examination in Bachelor of Commerce/ Specialisation

in Enterprise development. Repeat (September 2011)

DED 4213 Business counseling

Answer all questions

Time duration: 03 Hours.

(1) Businessmen simply start micro level business and then close them at the same speed. Many believe that one of the reasons for such speedy closure is the lack of guidance in business start up. In other words the lack of Business counseling services at the grass root level.

(i) What is "Business counseling"? (04 Marks)

(ii) List out the personal qualities of a counselor and describe how each of them is useful in the provision of the counseling services very effectively" (08 Marks)

(iii) Identify the skills necessary for a counselor in delivering these services to the best satisfaction of the clients.

(08 marks)

(Total Marks: 20)

(2) Business counseling involves different steps by skilled business counselors. A clear understanding of these different steps and the needs of entrepreneurs at these steps are important for a business counselor in discharging his duties effectively and efficiently.

(i) Who is a Business Counselor? (04 marks)

(ii) Identify the different steps in the Counseling Process.? (06 Marks)

(iii) Describe each of the steps and the role of Business Counselor in each of the above steps.

(10 Marks.)

(Total Marks:20)

(3) For counseling efforts to be successful, the counseling should be addressed to the exact needs of the client. And the need of the (client) entrepreneur depends on which stage of the development, the Entrepreneur is:

(i) What are the different stages of development of an entrepreneur?

(04 Marks)

(ii) Illustrate each stage in relation to time and sales revenue graphically.

(05 Marks)

(iii) Describe the tasks of business counselors in relation to the needs of client's during specific Development stages.

(11 Marks)

(Total Marks: 20)

(4) Business Counselors normally behave Task Focused and Client Focused approaches in different combinations.

(i) Plot the possible combinations of approaches in a two-dimensional grid to show the available approaches.

(05 Marks)

(ii) Name and describe each of the possible approaches.

(06 Marks)

(iii) What is the most important situational factor used for diagnosing the situations to identify the most appropriate pattern of counseling.

(02 Marks)

(iv) Identify the counseling style that is most likely to succeed for the different possible levels of client development based on the factor named in (iii) above.

(07 Marks)

(Total marks: 20)

(5) Write short notes on the following.

(i) Problems faced by small scale entrepreneurs in starting and running their businesses.

(ii) Problem solving process

(iii) Qualities of a Counselor

(iv) Reasons for business closures with reference to your region

(Total Marks:4 @05=20)