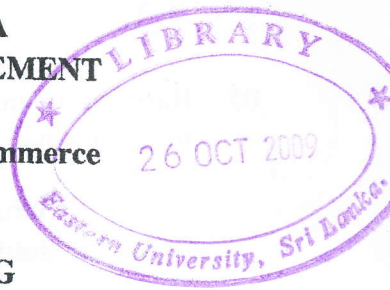


**EASTERN UNIVERSITY, SRI LANKA**  
**FACULTY OF COMMERCE AND MANAGEMENT**  
**DEPARTMENT OF COMMERCE**  
**Final Year/ First Semester Examination in Commerce**  
**2008/2009 (September 2009) (Proper)**



**DED 4223 – BUSINESS COUNSELLING**

**Answer all questions**

**Time: 03 Hours**

01. An Entrepreneur differs from a businessman. Currently people discuss businessman as an entrepreneur and profitable business as flourishing entrepreneurship.
- i. Differentiate a business from entrepreneurship (04 Marks)
  - ii. Describe, in what conditions a business will turn out to be an entrepreneurship (04 Marks)
  - iii. Discuss the features of a competitive and profitable business. (06 Marks)
  - iv. Identify the main characteristics of successful entrepreneurs (06 Marks)
- (Total 20 Marks)**
02. A research reveals that only 38% to 45% of entrepreneurs start a business after business startup training and out of which only 15% to 28% exists for one year. The decline in the sustainability of startup business is contributed to lack of Business Development services and the most important is the business counseling service
- i. Identify the main reasons for business failures in Sri Lanka (05 Marks)
  - ii. Differentiate Business counseling from Business (05 Marks)
  - iii. What are the different steps in a counseling process (05 Marks)
  - iv. Describe each of these steps and the role of a business counselors in each of the steps (05 Marks)
- (Total 20 Marks)**

03. Business counselors, when dealing with clients exhibits different types of approach focusing either on task or client or both combined

i. What are the most possible patterns of behaviors exhibited by business counselors in their approaches towards their client? Name them and describe each of them

(08 Marks)

ii. Of these approaches none of them is the best. But each of them will be successful at different situations.

a) What are the most situational factors used for diagnosing the situation? Identify the most appropriate pattern / style of counseling

(06 Marks)

b) Identify the counseling style that is most likely to succeed for the different possible levels of client development based on the factors named in (a) above

(06 Marks)

(Total 20 Marks)

04. 01. Personality fit between the client and the counselor is vital for the success of the business counseling process. Common sense approach describes about different personality types of clients.

i. Name the four basic personality types identified in the common sense approach

(04 Marks)

ii. Describe the nature and characteristics of each type

(06 Marks)

iii. Although it is generally accepted that counseling will be most successful if the counselor's personality fit with that of the client, counselors by profession tend to expand their power to influence others when encountered with conflicting personalities.

a) What are the steps to expand your power to influence others

(04 Marks)

b) Describe each of them

(06 Marks)

(Total 20 Marks)

05. 02. Write short notes on the following;

i. Personal qualities of a counselor

ii. Skill necessary for successful counseling

iii. Different stages of development of an entrepreneur

iv. The role of community in supporting local entrepreneurs

(4 x 05 Total Marks = 20)