

Eastern University, Sri Lanka

Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Commerce/
Specialisation in Enterprise Development-2012/2013(July/August 2015)

Proper

DED 3023 BUSINESS COUNSELING

Duration: Three hours.

Answer all questions

- 1) Micro level entrepreneurs simply start a new business and after sometimes close it down citing many reasons for their failure. Though many reasons have been identified, the most important among them is the absence of Business Counseling Service at village levels.
- (i) What do you understand by "Business Counseling" (05 Marks)
- (ii) Give the personal qualities of Business Counselors that help them to function effectively and efficiently. (07 Marks)
- (iii) Discuss how these qualities are helpful to them in discharging their function effectively and efficiently. (08 Marks)
(Total marks 20)
- 2) "Business Counseling is a process that involves many steps"
- (i) What are steps in the Business Counseling process? (05 Marks)
- (ii) Describe those steps briefly. (05 Marks)
- (iii) Identify and list out the different types of activities that a business counselor is entrusted to perform during these different steps of the business counseling process. (10 Marks)
(Total marks 20)

3) Entrepreneurs have to pass through different stages during their development and these stages are characterized by varied needs. The counselors have to assume different roles to address to the various needs of the different stages.

- (i) What are the different stages of development of an entrepreneur? (04 Marks)
 - (ii) Give the graphical illustration of the different stages in relation to time and sales revenue. (04 Marks)
 - (iii) Identify the needs of an entrepreneur at each stages of development (06 Marks).
 - (iv) Discuss the tasks of the Business Counselor in relation to the different needs that arise at each stage of development. (06 Marks)
- (Total marks 20)

4) Business Counselors normally exhibit Task focused and Client focused behaviors in different combinations or patterns.

- (i) Show the combinations or patterns on a grid to show the possible four different combinations. (05 Marks)
- (ii) Name and describe them. (05 Marks)
- (iii) What is the most important situational factor used for diagnosing the situations to identify the most appropriate pattern / style of counseling (05 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. (05 Marks)

(Total marks 20)

5) Write short notes on the following.

- (i) Counseling and Consulting
- (ii) The Common Sense approach.
- (iii) The basic personality types
- (iv) The problem solving process

4@5= 20 Marks

(Total marks 20)