

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

Third Year/ Second Semester Examination in Commerce- 2012/2013 (July/August 2015)  
(Proper/ Repeat/Re-Repeat)

DED 3032 Entrepreneurship

Answer all questions.



**01. Answer the following questions**

- (i) Exhibit the difference between entrepreneurship and small business.
- (ii) What is the role of entrepreneurship in the economic development of a country?
- (iii) Briefly explain the challenges faced by small scale entrepreneurial ventures in Sri Lanka, today.
- (iv) Briefly describe the factors that motivate the entrepreneurship activities in Sri Lanka?
- (v) Briefly discuss the problems faced by the women entrepreneurs in Sri Lanka
- (vi) What are the main characteristics of entrepreneurship?
- (vii) Briefly explain the three phases in entrepreneurship development?
- (viii) What is role of government in developing entrepreneurship in Sri Lanka?
- (ix) Briefly explain the meanings of the terms “Entrepreneur” and “Owner – Manager” and relate them to each other.
- (x) Explain “Distribution mix” as an element of “Marketing mix”.

(10 X 04 = 40 Marks)

**02. An entrepreneur should possess certain specific competencies to become a successful entrepreneur.**

- (i) List out the essential competencies. (05 Marks)
- (ii) Briefly describe any five of them. (05 Marks)
- (iii) Briefly explain how these competencies will assist an entrepreneur to be Successful. (10 Marks)

(Total 20 Marks)

**03. "Business Plan is very important for an entrepreneur to commence and run a business".**

- (i) What is a business plan? **(04 Marks)**
- (ii) What are the instances that demand the preparation of a business plan? **(04 Marks)**
- (iii) What are the uses of a business plan? **(05 Marks)**
- (iv) List out and briefly describe the contents of a business plan? **(07 Marks)**

**(Total 20 Marks)**

**04. "Marketing has been a major problem identified by entrepreneurs in the Eastern Province. It is an observed phenomenon that many of the Entrepreneurial Ventures fail due to the marketing problems encountered by them".**

- (i) What is marketing? Briefly explain it, in the context of entrepreneurship. **(06 Marks)**
- (ii) Elaborate the marketing problems faced by a small scale entrepreneur in your province. **(08 Marks)**
- (iii) What are the pricing strategies adapted by entrepreneurial ventures in fixing the prices for their products or services? **(06 Marks)**

**(Total 20 Marks)**