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06 NOV 2015

Eastern University, Sri Lanka

Faculty of Science

First Year First Semester Examination 2012/2013 (Proper/Repeat)

CC 108 Entrepreneurship and Introduction to Career Guidance



Answer all questions.

Time: 1 hour

1. A business enterprise is part of the business environment which has a direct relationship with the policy of the enterprise. The business environment is very dynamic and may impose several constraints on the enterprise. Therefore the success of a business enterprise depends to a very large extent on its adaptability to the environment.

i) Define business environment ,

(05 marks)

ii) What do you understand by the statement that “a business environment is dynamic”. Give an example.

(10marks)

iii) The business environment is composed of many components. Describe the components briefly.

(15 marks)

(Total 30 Marks)

2. In today's competitive employment market, your Curriculum Vitae (CV) has to stand out in order to get the attention of the decision maker and create a strong impression.

i) What is a Curriculum Vitae?

(04 marks)

ii) List out the 10 most important personality traits vital for career success.

(08 marks)

iii) You are going to apply for a post of Lecturer probationary at Eastern University. Prepare a CV that you will send in response to the paper advertisement.

(20 marks)

iv) List out the 10 most critical job skills that are frequently appearing in paper advertisements for jobs.

(08 marks)

(Total 40 Marks)

3. Understanding the Complex work of managers and management depends on having a model with which to describe management and to organise the parts of a manager's job.

i) Define what is management, using the model you have studied.

(05 marks)

ii) Who is an entrepreneur. List out the qualities of a successful entrepreneur.

(10 marks)

iii) Describe the management functions with examples.

(05 marks)

iv) Describe the decision making process.

(10 marks)

(Total 30 Marks)