

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT



Third year – First Semester Examination in Business Administration/Commerce
2008/ 2009 (Sep 2009) (Repeat)

DED 301 ENTREPRENEURSHIP

Answer all questions.

Time: 03 Hours

01. **To be successful in entrepreneurship, entrepreneur should possess certain competencies.**

- (i) List out the competencies. (06 Marks)
- (ii) Briefly describe each of them. (06 Marks)
- (iii) Explain how these competencies will assist an entrepreneur to be successful. (08 Marks)

(Total 20 Marks)

02. **An entrepreneur will be more successful if he can add value to the products through innovation.**

- (i) What is value addition? (06 Marks)
- (ii) Explain how innovation will contribute to value addition. (06 Marks)
- (iii) Using milk and curd as an example, explain how producing and selling curd is more profitable than selling milk. Assume the prices for the calculation and calculate the cost of production. (08 Marks)

(Total 20 Marks)

03. **Batticaloa District is rich in resources. But the utilization of these resources for production is very poor.**

- (i) Identify 10 major resources in Batticaloa district. (04 Marks)
- (ii) Discuss the reasons for the non-utilization of these resources. (06 Marks)
- (iii) Select 5 resources and list out the products that can be produced using these resources. (04 Marks)
- (iv) Of these products, select one industry and prepare a concept paper for the establishment of this industry. (06 Marks)

(Total 20 Marks)

- 04.
- (i) Exhibit the different between entrepreneurship and small business.
 - (ii) In which way does entrepreneurship contributes development of Sri Lanka economy?
 - (iii) Who is an entrepreneur?
 - (iv) What is a business plan? Give its main components.
 - (v) What do you mean by home based business? Explain its features and example.
 - (vi) Explain the challenges faced by home based industry in Sri Lanka, today.
 - (vii) Describe the problems faced by the women entrepreneurs in Sri Lanka.
 - (viii) What are the main characteristics of an entrepreneurship?
 - (ix) What are the risks faced by an entrepreneur when operating a business in Sri Lanka?
 - (x) In which ways a good business plan advantageous for entrepreneurs?
 - (xi) What are the factors motivate the entrepreneurship activities in Sri Lanka?
 - (xii) What are the different sources of capital available for small business men?
 - (xiii) What are the advantages of starting a new business than buying an existing business?
 - (xiv) What are the three phases of entrepreneurship development?
 - (xv) What factors should an entrepreneur consider when starting a small business venture?
 - (xvi) Define marketing in the context of a small business.
 - (xvii) Name the different marketing strategies and give examples for each.
 - (xviii) Explain "working capital requirement" of a small business.
 - (xix) What is the role of government in developing self employment in Sri Lanka?
 - (xx) What is the role of "locus of control" in entrepreneurship formation?

(Total 02 x 20 = 40 Marks)