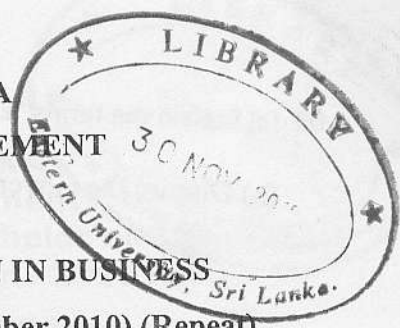


EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
DEPARTMENT OF COMMERCE



THIRD YEAR-FIRST SEMESTER EXAMINATION IN BUSINESS
ADMINISTRATION/ COMMERCE- 2008/2009 (September 2010) (Repeat)

DEF 302 BUSINESS PLANNING

Answer all questions.

Time: 03 Hours

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

- (a) Identify 10 major resources in the Batticaloa district. (05 marks)
- (b) Discuss the reasons for the non-utilization of there resources. (05 marks)
- (c) Select 5 resources and list out the products that can be produced using these resources. (05 marks)
- (d) Among these products, select one industry and prepare a Marketing plan for the establishment of this industry. (05 marks)

(Total 20 Marks)

02. "Business plan is putting your business ideas and the information you collect together in a logical sequence with specific calculations".

- (a) In which ways a good business plan is advantages for entrepreneurs? (05 marks)
- (b) Explain the basic elements of a good business plan? (05 marks)
- (c) From where do you collect needed information for preparing a good business plan? (05 marks)
- (d) Why is the executive summary the most important section of the business plan? (05 marks)

(Total 20 Marks)

- 03 (a) Explain the terms "Entrepreneur" and "Entrepreneurship". (05 marks)
- (b) Discuss the Government role in the development of self employment in Sri Lanka. (05 marks)
- (c) Discuss about "administration" and "management" in small business. (05 marks)
- (d) Why does the business need registration? And what are the legal responsibilities have to be satisfied in the business? (05 marks)

(TOTAL 20 Marks)

- 04 "Marketing is every thing you do to find out who your customers are and what they need and want"
- (a) Explain the three common method of pricing of a product / services. (05 Marks)
- (b) What are the promotional measures used in the marketing plan? (05Marks)
- (c) Differentiate the terms of "Direct" and "Indirect cost of Labour". (05Marks)
- (d) What is pre – operating activities? And what pre – operating expenses will be incurred in starting business? (05Marks)

(TOTAL 20 Marks)

- 05 "Home Based Business is a business which can be of any size or any type as long as the office itself is located in a home"
- (a) Explain the importance of Home Based Business. (05 Marks)
- (b) How does a woman entrepreneur relate with home based business? (05 Marks)
- (c) What are the problems arising in women entrepreneurship? (05 Marks)
- (d) What are the challenges faced by the home based business? (05 Marks)

(Total 20 Marks)