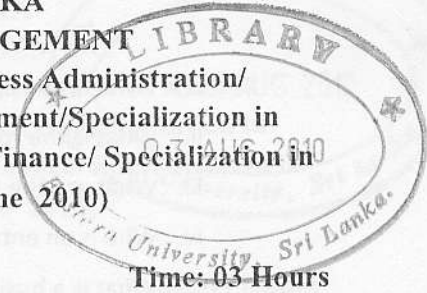


EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

Third Year –Second Semester Examination in Business Administration/
Commerce/Specialization in Human Resource Management/Specialization in
Marketing Management /Specialization in Accounting & Finance/ Specialization in
Enterprise Development – 2008/2009 (June 2010)

DED 301 Entrepreneurship



Answer all questions.

Time: 03 Hours

1. **“Product evolution process is the only process through which innovation develops and commercialises through entrepreneurial activities”.**
 - (i) What are the different phases of the “product evolution process”?
(04 Marks)
 - (ii) Describe each of the phases with a specific product as an example.
(04 Marks)
 - (iii) What are the strategies available to an entrepreneur in matching the technology with the market need? Use *“herbal tooth paste”* as an example to explain your strategies.
(06 Marks)
 - (iv) Discuss the problems faced by an entrepreneur in your area in developing a new product and provide solutions to overcome these obstacles.
(06 Marks)

(Total 20 marks)

2. **“An intensive research conducted in selected countries of the world identified ten key personal entrepreneurial competencies that separate successful from un-successful ones”.**
 - (i) List out these competencies and briefly describe each of the competencies.
(15 Marks)
 - (ii) Of the ten, identify three as you feel may be important and justify your selection
(05 Marks)

(Total 20 marks)

3. **“Eastern Province is rich in resources. But the utilization of these resources for production is very poor”.**
 - (i) Identify 10 major resources in Eastern Province.
(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 financial plan for the establishment of this industry.
(06 Marks)

(Total 20 Marks)

4. i. What is entrepreneurship?
- ii. What is the role of entrepreneurship in the economic development of a country?
- iii. What are the main characteristics of an entrepreneurship?
- iv. Who is an entrepreneur?
- v. What is a business plan? Give its main components.
- vi. Briefly explain the causes for the slow growth of entrepreneurship in Sri Lanka.
- vii. Give the tools used in selecting one suitable business idea among the many
- viii. Explain "working capital requirement" of a small business.
- ix. Who will be interested in a small business plan, and make decisions based upon it?
- x. In Which ways a business plan is advantageous for small business entrepreneurs?
- xi. What are the three phases of Entrepreneurship Development?
- xii. List out the factors that are discouraging women's entrepreneurship in Sri Lanka.
- xiii. (Why is the executive summary the most important section of the business plan?
- xiv. From where do you collect needed information for preparing a good business plan?
- xv. What is the role of "locus of control" in entrepreneurship formation?
- xvi. What are the advantages in starting a business as a Sole Proprietorship?
- xvii. What are the factors motivate the entrepreneurship activities in Sri Lanka?
- xviii. What are the different sources of business ideas for entrepreneurs?
- xix. What are the different techniques normally used by new business starters?
- xx. The process of starting a new venture is embodied in the entrepreneurial process. Give the different distinct phases of the process.

(2 x 20 = 40 Mark