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Eastern University, Sri Lanka

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 3243 Entrepreneurship

Answer all questions.

Time: 03 Hours

01. 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 Marks)

02. **"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.

- iv. Discuss the problems faced by an entrepreneur in your area in developing a new product and provide solutions to overcome these obstacles.

(06 Mark

(Total 20 mark

03 **“An intensive research conducted in selected countries of the world identified ten key personal entrepreneurial competencies that separate successful from unsuccessful ones”.**

- i. List out these competencies and briefly describe each of the competencies.

(15 Mark

- ii. Of the ten, identify three as you feel may be important and justify your selection

(05 Mark

(Total 20 mark

04 **“Eastern Province is rich in resources. But the utilization of these resources in production is very poor”.**

- i. Identify 10 major resources in Eastern Province.

(04 Mark

- ii. Discuss the reasons for the non-utilization of these resources.

(06 Mark

- iii. Select 5 resources and list out the products that can be produced using these resources.

(04 Mark

- iv. Of these products, select one industry and prepare a financial plan for the establishment of this industry.

(06 Mark

(Total 20 Mark