

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE & MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION IN BBA/ B.COM/ B.ECON –

2005/ 2006 (NOVEMBER/ DECEMBER – 2006)

OCC 3012 SELF EMPLOYMENT & CREATIVITY.

Answer all questions

Time : 02 Hours

01. **Mohamed Munira** is a poor Muslim woman living in Matale District. She faced lot of difficulties during her schooling period to manage her day to day expenses. Soon after the school life is over she joint a cooperative shop located in Yatawatta to earn little amount of money to cover her basic expenses. In 1982 she was appointed as a manager of Yatawatta Estate cooperative shop.

At this stage her old parents had made arrangement for her marriage and therefore she was compelled to resign the job due to the reason that her culture did not allowed her to work after marriage. Though her marriage life was quite happy at the begging it was little bit disturbed due to the economic conditions of the family. She managed to nun the family for few number of years in the same condition.

The mother of two children, **Munira** had again decided to go for a work either in her own country or in abroad. At this time luckily she has got an offer in Saudi Arabia to work as a house mate. She spent three years of time there and came to Sri Lanka. with few dollars. However, she couldn't go again to aboard due to the reason that she need to look after her children. Therefore she had decided to search an employment in Sri Lanka. But it was not a easy task for her specially in the competitive job market. After some time she got a job in an auditing company situated in the same village as an audit clerk. Though she work hard in the company she noted some serious mismanagement practices within a short period she work there. Unfortunately the management of the company didn't pay her the salary for more than three months even in the month the company earn more revenue from the clients. That led her to leave the company within in a short period of a time.

Then she started giving her services not only to one company but for many other. This led her to think of starting own business and becoming an entrepreneur. However, since she was a Muslim woman the society didn't allow her to start a business as her own.

At this stage she came to know about the industries which are operating in Matale district. She started approaching those who are really involve in cottage industries. They suggested her to go for a training in small business management and industrial development before commencing an own business. Though she face lot of difficulties during the training she was very confident in her vision. After successful completion of the whole training she has decided to apply the knowledge and experience she gained about the production process and techniques and business promotion.

Soon after the marketing research carried out by her she started producing Uruguay, Mashi sampol, achcharu and many other short eats items. For this purpose she got a short term loan of Rs. 50,000/- from a state bank at a 12% of interest rate. However she was little bit fear of continuing this business in the long run due to lack of capital. She knows that the capital is very important to promote her business in the future. Since she had no any saving for her account made her to create more trouble on this aspect.

Fortunately one gentleman who is doing a very big business in the city came forward to help her financially to promote her business. This was the great help to her to expand her business even in some other cities closed to the Matale district. Even for this attempted the society including her relations criticized her for getting the financial assistant from her unknown businessmen. But she didn't take care her only vision was to become entrepreneur in the city. In 2004 there was an big exhibition in the city. She also has sent her products to the same and personally demonstrated the usages of her products to the public. As a result her products have been sold successfully island wide and now she is a famous entrepreneur in Matale district.

Required :

1. Explain the entrepreneurial competencies of **Munira** highlighted in this case studies.  
(08 Marks)
2. How do you feel about the influences of cultural factor on her career development  
(07 Marks)

3. Describe the sources of capital which are available in Sri Lanka for the promotion of her business.

(06 Marks)

4. If you are appointed as a manager of her business what steps you will take to develop her business.

(07 Marks)

(Total 28 Marks)

02. (i) "Entrepreneurs are made not born". Comment on this statement.

(11 Marks)

(ii) "Every organization should have clear 'vision' & 'objectives'". Explain the relationship between the two with suitable example.

(12 Marks)

03. (i) Explain the different kinds of supports given by the Government to Sri Lankan Entrepreneurs.

(11 Marks)

(ii) Explain the features of different development stages of entrepreneurship.

(13 Marks)

04. (i) "Most of the fishermen in the Eastern Region are living under poverty line". Discuss the causes for this situation.

(13 Marks)

(ii) Describe the different tasks of a business counselor during final stage of an enterprise.

(12 Marks)