

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

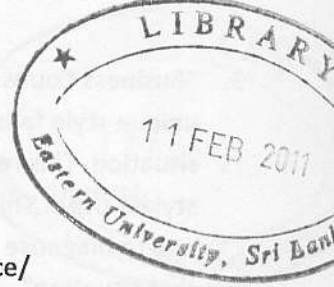
Final Year- First Semester Examination in Commerce/

Specialization in Enterprise Development -2009/2010 (December 2010) (Proper)

DED 4213 Business Counseling

Answer all questions

Duration: 3 Hrs.



- 1) "Business Counseling is a process involving different steps by skilled Business counselors. Understanding of the different steps, their nature and some specific skills are important for a Business Counselor to perform counseling very productively".
- (i) What are the personal qualities needed for a counselor? (04 Marks)
  - (ii) What are the skills that a counselor should acquire in order to become an effective counselor? (04 Marks)
  - (iii) Describe the different steps in a Counseling Process. (08 Marks)
  - (iv) Identify the different types of activities that the counselor is expected to perform in each steps of the counseling process to make the process more fruitful. (04 Marks)
- (Total 20 Marks)
- 2) "Clients approach Business Counselors seeking solutions to many types of business problems which vary in size and complexity. Of the burning problem, premature closure of the business is one".
- (i) What are the common reasons you have observed for the premature closing of business, especially at micro/small scale levels in your region? (05 Marks)
  - (ii) When a client approaches you for counseling to a business closure, what are the main four areas of activity of the business in which you will proceed for situational analysis? (04 Marks)
  - (iii) List out two tools which will help you to diagnose the situation in each of the areas of activity? (04 Marks)
  - (iv) Describe how you will use one of the tools to diagnose the situation in a specific activity. (07 Marks)
- (Total 20 Marks)

3. "Business Counselors interact with their clients in styles that are unique to them. But if their unique style fails in certain situations they have to change their style to suit that particular situation. This reveals the fact that no style is best but that depends on the situation in which style is used. This necessitates the business counselors to recognize their own counseling style and to diagnose the situations to determine the counseling style that is most likely to succeed in that situation".

- (i) What are the common patterns of counseling behaviours identified based on the type of client? (02 Marks)
- (ii) How will you identify your own counseling style (02 Marks)
- (iii) What do you understand by "the client system development"? (02 Marks)
- (iv) List and describe the different levels and the characteristics of "the client system development"? (04 Marks)
- (v) Integrate the counseling styles with the "Levels of client development" by means of a diagram? (10 Marks)

(Total 20 Marks)

4. "Counseling is related with human beings and they are heterogeneous. Each individual is unique in his/her behavior and the behavior is determined by the personality. Compatibility between the counselor and the client obviously becomes important." "The Common Sense Approach" is used as the answer to identify personality types of people".

- (i) Describe the "Common Sense Approach". (04 Marks)
- (ii) What are the basic Personality types /operational patterns identified by the "Common Sense Approach"? (04 Marks)
- (iii) Describe each of them in detail. (08 Marks)
- (iv) Give and describe the skills you have to use to increase your power to influence and guide the clients who will be approaching you for counseling with different styles of personality? (04 Marks)

(Total 20 Marks)

5. Write short notes on the following.

- (i) Cause and Effect diagram
- (ii) Problem Solving Process
- (iii) Counseling and Consulting
- (iv) Development stages of an enterprise ( Each 05 Marks)

(Total 20 Marks)