



UNIVERSITY OF KELANIYA - SRI LANKA
Centre for Distance and Continuing Education
FACULTY OF COMMERCE & MANAGEMENT STUDIES

Bachelor of Commerce (Special) Degree Third Year Examination (External) – 2014/15
August 2020

BCOME 3025 – Entrepreneurship

No. of Questions: Six (06)

Time: 03 Hours

Answer any five (05) questions.

(01).

a) What do you mean by entrepreneurship and list down the key characteristics of it?

(04 Marks)

b) Briefly explain why some people try to become entrepreneurs where as others do not.

(06 Marks)

c) “It is a research proven fact that the culture of a country has some influence on entrepreneurial intention among the people of that country”. Do you agree with this statement? Explain with practical examples.

(10 Marks)

(Total Marks 20)

(02).

a) Distinguish between idea and opportunity in entrepreneurship.

(04 Marks)

b) Briefly explain different ways of recognizing entrepreneurial opportunities with practical examples.

(06 Marks)

- c) “Some people are good at recognizing opportunities whereas others not”. Do you agree with this statement? Explain in detail.

(10 Marks)

(Total Marks 20)

(03).

- a) Briefly explain the innovation process cycle.

(04 Marks)

- b) Some of the modern business have emerged through doing businesses in an innovative way for the twenty first century. Briefly explain above statement using two practical examples in the real world.

(06 Marks)

- c). Critically discuss the relationship among creativity, invention and innovation taking practical examples from the real world.

(10 Marks)

(Total Marks 20)

(04).

- a) Growth strategies are twofold. Briefly explain.

(04 Marks)

- b) “Regardless of the type of the business, growth is a vital element in each entrepreneur’s business model”. Discuss the reasons for growth.

(06 Marks)

- c) Explain the elements of entrepreneurial orientation with special reference to a company in the technology industry.

(10 Marks)

(Total Marks 20)

(05).

a) Briefly explain why it is said that business plan is a dual-use document.

(04 Marks)

b) Critically discuss the relationship between opportunity recognition and feasibility analysis when starting a new business.

(06 Marks)

c) “Doing a feasibility analysis is a must for a sustainable venture by an entrepreneur”. Do you agree with this statement? Give justifiable reasons to your answer.

(10 Marks)

(Total Marks 20)

(06).

a) What do you mean by corporate entrepreneurship?

(04 Marks)

b) Discuss types of corporate venturing.

(06 Marks)

c) Discuss the benefits of corporate venturing to a company in the current pandemic situation. Take relevant examples to explain your answer.

(10 Marks)

(Total Marks 20)

