



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) – 2022
March – 2025

BCOME 3025- Entrepreneurship

No. of Questions : Four (04)

Time: 03 hours

Answer all the questions

Question No. 01

Case study

Pawani was considered a shy, quiet girl during her school days. She avoided the company of her classmates and spent most of her time exploring her environment's artistic and visual aspects. She was so passionate about 'how to see things with her eyes' that nothing else interested her. She would sometimes secretly make a fake camera with her fingers.

She looked at things around her through the 'eye of the camera'. She pretended to take pictures from different angles; it inspired and fulfilled her. Although she was a bright student, her teachers cared for her as much as her mother. She looked at things around her through the 'eye of the camera'. Pawani's father worked as a dancer and stage manager for the state dance troupe. He understood the opportunities he had missed and supported his daughter's feelings and interests. And he encouraged her to follow them.

However, Pawani always reminded herself that she was determined. "Since I was a child, I wanted to be independent, live a life of self-sufficiency and travel." As time passed, Pawani slowly built up her skills and started taking still pictures using large format cameras that she sold on the sidewalks of a tourist village in Kandy on weekends. With the money she earned, she could buy a used and more modern camera and develop a unique technique that made 'still images appear to move and everything appear dynamic'. People loved her unique pictures, and many of her photos were sold every week. She then bought several wooden frames for her photographs and began to paint, decorate, and sell them.

About a year later, an American woman who had come to Kandy saw her art and offered Pawani a job as a photographer for a society she was managing in New York City. Pawani accepted the offer and moved to New York. She began attending classes on photography at New York

University and developed more varied techniques in black-and-white photography. She combined these with computer graphics and developed expertise in this field.

Determined to make money for her dreams, Pawani asked permission to exhibit her work at a reunion of the American Women's Association. Her photographs, in ornate frames, were a great success; many were sold that night, and she received many offers for more projects. Pawani was very determined. She enrolled at New York University to study, but her father fell ill and had to return to the city unexpectedly. On her flight, Pawani met a painter named Supun, who later became her husband. They returned to New York two years later, but the association she worked for hired another photographer.

She had to start all over again. Strengthened, she created a beautiful website for the products and services she offered, and as a result, orders for projects began to come in. She continued to update her equipment and create high-quality photographs. She was enthusiastic and talented and discovered techniques that combined photography and computer graphics, which she later used to produce eye-catching images on various products, such as mugs, calendars, and pillows. Pawani loved her work and worked for hours.

Since Supun was not working then, they decided to take out a bank loan and open a store in New York. This was risky, but they could repay the loan after less than a year. However, Supun could not find a proper job in New York, so they decided to return.

Pawani is now thirty-six years old, and she and Supun are the parents of five-year-old twins. They live in the Kandy area of Sri Lanka. Two years ago, Pawani launched a photography business in Kandy, and now, it has a network of authorized photography stores throughout Sri Lanka.

Using the above case study, answer the following questions.

- a). What is the role of creativity in Pawani's entrepreneurial life? (05 marks)
- b). Explain how creativity affected Pawani's childhood. (08 marks)
- c). Discuss how Pawani's determination helped achieve her dreams. (12 marks)
- d). Critically discuss in what way Pawani's education contributed to her enterprise. (15 marks)

(40 Total marks)

Question No. 02

- a). Briefly explain the reasons why someone becomes an entrepreneur.
(04 marks)
- b). Distinguish between conventional business and entrepreneurial ventures with practical examples.
(06 marks)
- c). Examine the entrepreneurial opportunities that have emerged today due to changes in geopolitical circumstances worldwide. Support your answer with practical examples.
(10 marks)

(20 Total marks)

Question No. 03

- a). Briefly explain what strategic renewal means, setting practical examples from the real world.
(04 marks)
- b). Assess the futuristic vision of a company focused on both advantage-seeking and opportunity-seeking behavior into consideration. Support your answer with real-world scenarios.
(06 marks)
- c). “The Success of an entrepreneurial venture depends not only on the entrepreneur’s ability to maneuver resources but also the power of networking”. How far do you think it is important to have networking in non-business aspects to grow business in the future? Support your answer with practical examples.
(10 marks)

(20 Total marks)

Question No. 04

a). Briefly discuss the relationship between entrepreneurial orientation and firm performance. Support your answer with real-world examples.

(04 marks)

b). Briefly explain the techniques entrepreneurs can use to increase their self-confidence when dealing with other societal stakeholders.

(06 marks)

c). Assess the role of corporate venturing as a risk mitigation measurement.

(10 marks)

(20 Total marks)