



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) – 2023

November – 2025

BCOME 3025- Entrepreneurship

No. of Questions : Four (04)

Time: 03 hours

Answer all the questions

Question No. 01

Girinath runs a medium-scale roofing sheet manufacturing plant named Giri Roofing Solutions in Maharashtra, India. He is an Engineer who graduated from IIT (Madras), India. His products follow the quality standards imposed by the Bureau of Indian Standards, aiming to increase safety, economic and environmental efficiency with hazard-free raw material. He sources raw materials from the northern region of Ladakh, India. He has been able to help many poor families whose livelihood depends on the mining of raw materials in the mountainous areas with their labour. The factory has already been recognized with the ISO 14001 standard and has won a few more awards for environmentally friendly manufacturing practices. Giri's motivation behind this business idea was inspired by a specific cancer variant, Mesothelioma associated with Asbestos. Unfortunately, his father died of this cancer variant, and ever since, he has been determined to fight against this. This variant is by far the most common, found in Asbestos roofing in most parts of India. Exposure to Asbestos has been found to cause lung cancer, laryngeal cancer, ovarian cancer and even some gastrointestinal cancers. Giri's business is the only Indian company to export roofing solutions to Australia, totaling \$950 million annually. By far, this is the most outstanding medium-scale export performer for India, and more orders are expected in due course, despite the high price tag, due to the unprecedented product performance of sustainable dumping after nonuse.

- a. Briefly explain the opportunity found in the above scenario. (05 marks)
- b. Discuss the personal orientation (traits) to entrepreneurship by Girinath. Explain the answer, referring to the case above. (08 marks)
- c. Assess the financial, environmental and economic orientation of the business. (12 marks)

(Total 25 marks)

Question No. 02

Chaaminda is a local spice exporter who has executed business activities in Japan and South Korea for thirty-plus years. Chaaminda is a proud exporter and happy about his business so far. He has acquired SLS and ISO certifications and an export certification from Control Union¹. There is, however, intense competition that prevents this business from growing into other regions of East Asia. His business has already been awarded the most outstanding packaging and raw material source in the industry category. He runs most of the operations and finds little time for product improvements. Currently, he employs 142 staff, including managers for functional activities such as Marketing, Production, Human Resource Management and Accounting and Finance. He has never executed any rival marketing, pre-market order analysis, or trend analysis. There is little space for challenging decisions made in its investment aspects for improvements.

- a. Explain the current state of the Chaminda's business. (05 marks)
- b. What is the state of entrepreneurial orientation of the business by Chaminda in the above scenario? (08 marks)
- c. Assume you are the consultant appointed by the government to small and medium-sized export enterprises in Sri Lanka. Explain what areas you will look for improvements in Chaminda's business? (12 marks)

(Total 25 marks)

¹ Control Union Certifications offers tailored or pre-made certification programs for sustainable sourcing in many industries. With an extensive track record and presence in over 80 countries, it has expertise in certifications, inspections, laboratory services, pest control and risk management, providing peace of mind and trustworthy worldwide trade.

Question No. 03

- a. Briefly explain the characteristics of entrepreneurship with suitable examples. (05 marks)
- b. Explain the growth strategies implemented by Sri Lankan large-scale enterprises with suitable examples. (08 marks)
- c. “Every entrepreneur is required to be energetic and young” Do you agree with this statement? Explain your answer with reasonable justifications. (12 marks)

(Total 25 marks)

Question No. 04

Write short notes on the following

- a. Corporate Entrepreneurship
- b. Moderate Risk-taking
- c. Corporate Venturing
- d. Social Entrepreneurship
- e. Entrepreneurial networking

(05 Marks each)

(Total 25 marks)

