



**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) – 2024

May – 2026

**BCOME 3025- Entrepreneurship**

**No. of questions: Four (04)**

**Answer all the questions**

**Time: 03 hours**

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**Question No. 01**

Provide answers to the questions using the mini case scenario provided below.

**Making material output in new education landscape by state University.**

The Department of Commerce and Financial Management (DCFM) is the oldest and most distinguished department in the Faculty of Commerce and Management Studies at the University of Kelaniya. Established in 1976, it has been at the forefront of commerce and management education in Sri Lanka for nearly five decades. However, there was intense demand for change in the degree program to adapt to the fast-moving business landscape, both locally and internationally. Having identified this requirement in industry and the economy, it launched new degree programs such as the Bachelor of Commerce, specialised in Entrepreneurship and Business Technology with effect from 2008, followed by Finance. This was a milestone in commerce and management education at the faculty, and it has since marked a significant milestone in the country. It continues to make continuous improvements to its syllabuses. It is the first academic Department in Sri Lanka to achieve ISO 21001:2018 certification for the management system of educational organisations. Additionally, it offers master's programs, generating significant income for the University.

a) What is the nature of the opportunity in the above mini case scenario?

(05 Marks)

b) What is your assessment of the nature of innovation adopted by the above educational institution against conventional education institutions?

(08 Marks)

c) Develop an argument in relation to entrepreneurial orientation of the above educational institution.

(12 Marks)

**(Total 25 Marks)**

**Question No. 02**

- a) Briefly explain the characteristics of entrepreneurship with suitable examples. (05 Marks)
- b) Explain the inorganic growth strategies implemented by Sri Lankan large-scale enterprises with suitable examples. (08 Marks)
- c) "Every entrepreneur's motivation is money, and they are driven by it" Do you agree with this statement? Explain your answer with reasonable justifications. (12 Marks)
- (Total 25 Marks)**

**Question No. 03**

- a) Distinguish between idea and opportunity in entrepreneurship. (05 Marks)
- b) There is a common belief that "entrepreneurs are born not made" Do you agree or disagree with this statement? Explain your answer with proper justifications. (08 Marks)
- c) Discuss the importance of environmental scanning for entrepreneurs in today's world. (12 Marks)
- (Total 25 Marks)**

**Question No. 04**

Write short notes on the following

- a) Incremental innovation
- b) Filling a gap in the market
- c) Corporate Venturing
- d) Social Entrepreneurship
- e) Entrepreneurial networking

(05 x 05 Marks)  
(Total 25 Marks)