



**UNIVERSITY OF KELANIYA – SRI LANKA**  
**Centre for Distance and Continuing Education**  
**Faculty of Commerce & Management Studies**

Bachelor of Commerce (Honours) Degree First Year Examination (External) – 2024

April – 2026

**BCOM 18055 - Entrepreneurship**

**No. of Questions: Five (05)**

**Answer all five questions.**

**Time: 03 hours**

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**Question No. 01**

- a) Discuss the characteristics of successful entrepreneur. In your answer, explain how these characteristics contribute to the success of a new venture.

(10 Marks)

- b) Explain the importance of entrepreneurship to the Sri Lankan economy.

(10 Marks)

**(Total 20 Marks)**

**Question No. 02**

A medium-sized Sri Lankan food manufacturing company has noticed that employees rarely share new ideas, and most managers prefer routine ways of doing things. Recently, the company has started losing customers to more creative competitors who frequently introduce improved products and packaging.

- a) Explain the concepts of opportunity, creativity, and innovation in the entrepreneurial context, and discuss how these concepts are related to each other.

(10 Marks)

- b) Explain how an organization can promote innovation in the workplace.

(10 Marks)

**(Total 20 Marks)**

### **Question No. 03**

A young entrepreneur plans to start a small eco-friendly packaging business. Before investing her savings, she wants to evaluate whether the idea is practical, marketable, and financially possible. She also hopes to prepare a document that can be presented to investors and business partners.

- a) Discuss the main components of a comprehensive feasibility analysis.

(10 Marks)

- b) Explain the purpose of a business plan and discuss the main sections that should be included in a well-prepared business plan.

(10 Marks)

**(Total 20 Marks)**

### **Question No. 04**

A start-up offers handmade herbal wellness products to local and tourist markets. The owner is trying to decide how the business should create value, reach customers, earn income, and maintain trust. At the same time, the business must ensure honest advertising, fair treatment of suppliers, and safe products for consumers.

- a) What is a business model? Explain how a business creates value through a business model.

(10 Marks)

- b) Discuss business ethics and explain why ethical behavior is important for the long-term success of entrepreneurial ventures.

(10 Marks)

**(Total 20 Marks)**

### **Question No. 05**

A new business intends to enter the budget hotel sector in Sri Lanka. The founders want to understand the industry environment, identify competitors, and determine how the business can survive financially from its early stage to later growth stages.

- a) Discuss industry analysis with the support of examples.

(10 Marks)

- b) Discuss the sources of funding for a startup business.

(10 Marks)

**(Total 20 Marks)**