



UNIVERSITY OF KELANIYA - SRI LANKA

Centre for Distance and Continuing Education

Faculty of Commerce & Management Studies

Bachelor of Business Management (General) Degree Third Examination (External) – 2021

April - 2024

BMGT E3025 – Small Business Management

No. of questions : Eight (08)

Time: 03 hours

Answer any **five (05)** questions only.

- (01) a) What is an entrepreneurial small business? Explain.
(05 marks)
- b) Discuss the importance of small businesses to a developing country by highlighting their economic and social contributions.
(15 marks)
- (Total 20 marks)**
- (02) a) Define the term "business plan" and highlight its importance for entrepreneurs and small business owners.
(05 marks)
- b) Describe five (05) key sections of a typical business plan and elaborate on the significance of each section in guiding the strategic direction and operational activities of a small business.
(15 marks)
- (Total 20 marks)**

- (03) a) List down five (05) laws specifically designed to regulate and support small businesses in Sri Lanka.
(05 marks)
- b) Analyze three (03) available mechanisms for dispute resolution in the context of small businesses operating in Sri Lanka. Evaluate the advantages and disadvantages of each method as an effective dispute resolution strategy tailored to the Sri Lankan business environment.
(15 marks)
(Total 20 marks)
- (04) a) Explain the barriers and limitations that small businesses encounter when seeking funding from traditional financial institutions.
(10 marks)
- b) Discuss the advantages and disadvantages small businesses face compared to larger competitors.
(10 marks)
(Total 20 marks)
- (05) a) Define entrepreneurship and outline its significance in today's economy.
(10 marks)
- b) Briefly discuss five factors that can lead to the failure of small businesses in today's competitive environment.
(10 marks)
(Total 20 marks)
- (06) Describe the role of social media and digital marketing in promoting small businesses. Subsequently, analyze five advantages and five limitations associated with utilizing social media as a marketing tool for small businesses.
(20 marks)

(07) a) Explain four (04) external growth strategies that can be adapted to a business.
(08 marks)

b) Discuss the benefits of external business growth strategies compared to internal business growth strategies.
(12 marks)

(Total 20 marks)

(08) a) Briefly describe five (05) characteristics of Small Businesses in Sri Lanka.
(10 marks)

b) What are the characteristic features of small businesses which are derived from the historical evolution of small businesses in Sri Lanka?
(10 marks)

(Total 20 marks)