



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) – 2019

September - 2023

BMGTE 3025 – Small Business Management

No. of questions: Eight (08)

Time: 03 hours

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

(01) a) What a small business is? Define. Explain its characteristics.

(10 marks)

b) Discuss the importance of small businesses in the overall economy and their contributions to job creation and innovation in Sri Lanka.

(10 marks)

(Total 20 marks)

(02) Imagine you are a newly appointed manager of a small business that manufactures and sells handcrafted jewelry. As the manager, you need to effectively perform management functions to ensure the success and growth of the business.

Address the following aspects:

i) Planning:

Explain the importance of planning in the context of small businesses.

ii) Organizing:

Discuss the significance of organizing in small business management.

iii) Leading:

Briefly describe how effective leadership is essential for motivating employees and guiding the business toward its goals.

iv) Controlling:

Explain the concept of controlling and its importance in small business management.

(Total marks = 5 x 4 = 20 marks)

(03) a) What is a business plan? Explain.

(05 marks)

b) Developing a business plan is essential for guiding the growth and success of a small business. Outline the components of a comprehensive business plan and explain how it can be used as a management tool.

(15 marks)

(Total 20 marks)

(04) a) List down five (05) laws pertaining to small businesses in Sri Lanka.

(05 marks)

b) You are an aspiring entrepreneur, planning to start a small business in Sri Lanka. Understanding the potential for disputes in business operations, you aim to be well-prepared in handling such situations. Discuss the various ways of settling disputes in small businesses in Sri Lanka.

(15 marks)

(Total 20 marks)

(05) a) As an undergraduate student studying small business management, you are required to analyze the challenges that small businesses encounter in today's dynamic business environment. Address the following aspects:

- i) Access to finance
- ii) Market competition
- iii) Technology adoption
- iv) Marketing and customer acquisition

(Total marks- 5x4= 20 marks)

(06) a) What is an entrepreneurship? Define.

(05 marks)

b) Briefly explain three different types of entrepreneurship. Provide a short example for each type to illustrate its characteristics.

(15 marks)

(Total 20 marks)

(07) Social media and digital marketing have become vital for small business promotion. Discuss the advantages and limitations of using social media as a marketing tool for small businesses.

(Total 20 marks)

(08) a) As a student studying small and medium-sized enterprises (SMEs) management, briefly explain the concepts of internal and external growth strategies in the context of SMEs.

(10 marks)

b) Discuss the specific challenges and opportunities that SMEs may encounter while implementing these strategies.

(10 marks)

(Total 20 marks)

