



# 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) - 2011

December 2013

## BMGT E3025 – Small Business Management

No. of Questions: 06

Time: 03 hours

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

01. (a) "Mr. Gunawardhana is a owner of a garment factory. 17 employees are working with him. He thinks that his firm is a small scale business",  
What do you think of his idea? Descriptively explain. (06 marks)
- (b) Small Business medium scale enterprises area not very much important for the country like Sri Lanka". Do you agree with this statement? Critically evaluate. (08 marks)
- (c) Describe the reasons for the higher failure rate of small businesses in Sri Lanka • (06 marks)
- (Total 20 marks)
02. (a) There are different types of entrepreneurs in the business world indentify and explain them. (04 marks)
- (b) "To be a successful entrepreneur, an entrepreneur should have some basic qualities in his personality" Do you agree with this statement? Descriptively explain. (08 marks)
- (c) Identify what is the entrepreneurship development circle. Explain the importance of it in order to uplift the entrepreneurship development in the business field. (08 marks)
- (Total 20 marks)
03. (a) What are the major components of the business environment? Explain. (05 marks)

(b) Macro environment components are mentioned below. Elaborate descriptively how these are important for the small businessmen.

- i. Demography
- ii. Economic environment
- iii. Political environment
- iv. Socio Cultural environment
- v. Natural environment

(15 marks)

(Total 20 marks)

04. (a) What are the ways of identifying new business opportunities?

(04 marks)

(b) Assume that you are going to start a small business venture. Discuss the factors you would consider with examples.

(16 marks)

(Total 20 marks)

05. (a) Identify objectives of preparing a project report. Explain.

(03 marks)

(b) Illustrate with suitable examples, the importance of marketing feasibility and technological feasibility which are used in the preparation of a project report.

(07 marks)

(c) Prepare a project report for any proposed small scale business by using suitable assumptions.

(10 marks)

(Total 20 marks)

06. Write short notes on following topics.

- (a) Social Development model
- (a) Innovator
- (a) Social Entrepreneurship
- (a) Risk Taker
- (a) Social Responsibility

(5 x 4 = 20 Total marks)