



UNIVERSITY OF KELANIYA - SRI LANKA

Centre for Distance & Continuing Education

Faculty of Commerce & Management Studies

Bachelor of Business Management (General) Degree Third Examination (External) -2013

January - 2017

BMGT E3025 - Small Business Management

No. of Questions: 06

Time: 03 hours

Answer only any five (05) questions.

- 01) (a) What is a small business? Define. (05 marks)
- (b) State the differences between large scale and small scale businesses. (05 marks)
- (c) Discuss the functions and contributions of small and medium enterprises in a developing cycle. (10 marks)
- (Total 20 marks)
- 02) (a) "Entrepreneurs are risk takers " Do you agree with this statement? Describe using appropriate definitions. (05 marks)
- (b) What are the models of entrepreneurship? Describe. (09 marks)

- (c) Explain the basic elements of the entrepreneurship development circle.
(06 marks)
(Total 20 marks)
- 03) "A large number of small and micro enterprises have failed over the past years"
(a) As an undergraduate, identify the reasons for these failures and present them.
(10 marks)
(b) Give solutions for them.
(10 marks)
(Total 20 marks)
- 04) (a) What is a business opportunity?
(03 marks)
(b) Business opportunities generally arise from different sources. What are them.
(04 marks)
(c) Explain the process of screening the business opportunity descriptively.
(13 marks)
(Total 20 marks)
- 05) (a) State the importance of a project report.
(03 marks)
(b) Write a project report for an assumption business.
(09 marks)
(c) "Entrepreneurs need appropriate and adequate infrastructural facilities to run their enterprise smoothly " What are the main factors which should be considered for followings.
i. Lands and buildings
ii. Technology
iii. Electricity
iv. Machinery and equipment
(08 marks)
(Total 20 marks)

06) Write four (04) short notes on any of the followings.

- (a) Micro environment
- (b) Myths of entrepreneurs
- (c) Characteristics of a successful entrepreneur
- (d) Marketing feasibility
- (e) SWOT analysis

(5 x 4 = 20 marks)

