



051

**UNIVERSITY OF RUHUNA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme 3000 Level Second**

**Semester End Examination (March 2022)**

**ENT 32302-Business Development Services and Consultancy Skills**

**Duration: Three hours**

**The Question Paper contains 06 questions.**

**Answer only five (5) questions**

1) a) Briefly explain the types of Business Development Services.

(07 Marks)

b) Kavindu is one of your friends and he has a business. But he does not have any idea regarding "Business development services".

Explain to him how business development services help small business.

(07 Marks)

(Total 14 Marks)

2) a) Explain the Supply chain for strategic business development services.

(07 Marks)

b) Discuss, the difference between "demand-driven services" and "supply-driven services".

(07 Marks)

(Total 14 Marks)

3) a) Briefly Explain, important principles of business development services for market development.

(07 Marks)

b) Discuss the factors that need to consider when doing a business development services market assessment.

(07 Marks)

(Total 14 Marks)

4). a) Briefly explain the "Phases of Consulting Process".

(07 Marks)

b) "Within the consultant assignment to give suitable solutions for the client organization, the consultant should be independent in different aspects."

Explain this statement.

(07 Marks)

(Total 14 Marks)

5). a) "Ethics can be defined as the set of moral principles that distinguish what is right from what is wrong".

Describe the common ethics in the business development services market.

(07 Marks)

b) Discuss the trends in the business development service market.

(07 Marks)

(Total 14 Marks)

6) Write the short note on followings.

- i) Participatory rural appraisal
- ii) Relationship-based Business Development Services.
- iii) Sub sector analysis.
- iv) Embedded services

(3.5 Marks for each)

(Total 14 Marks)

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