



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 06
Total Marks : 70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

4000 LEVEL FIRST SEMESTER END EXAMINATION – SEPTEMBER 2022

Three Hours

ENT 41233 – International Entrepreneurship

Academic Year 2021/2022

Instructions

➔ Answer only five (05) questions.



01.

- I. “Companies decide to go global and enter international markets for a variety of reasons.”
Explain this statement with examples.

(06 Marks)

- II. “Globalization has brought people and businesses much closer together, so the impact on international business is huge as well as remarkable.”
Do you agree with this statement? Discuss.

(08 marks)

(Total 14 Marks)

02.

- I. Describe three different modes of entry into international markets.

(06 Marks)

- II. “Going global can be a great way to expand the business, but it’s not without challenges.”
Discuss the challenges faced by an entrepreneur when entering the international market.

(08 Marks)

(Total 14 Marks)

03.

- I. Briefly explain the effect of cultural variations on international business.

(06 Marks)

- II. “The international market serves as an avenue for creative entrepreneurs to earn foreign income outside their country of existence.”
Discuss this statement.

(08 Marks)

(Total 14 Marks)

04.

I. "Moving to the international market must be more risky than staying on the domestic market."
Do you agree with this statement? Explain.

(06 Marks)

II. "Taking on international business opportunities can be profitable for many companies."
Discuss possible business opportunities that can be seen in the international market.

(08 Marks)

(Total 14 Marks)

05.

I. "International linkage development is essential for entrepreneurs who are willing to move toward international markets."
Explain this statement.

(06 Marks)

II. "Governments play an active role in the facilitation of international trade."
Discuss this statement by using relevant examples.

(08 Marks)

(Total 14 Marks)

06. Describe the following concepts.

I. Network Theory

II. Proactive motives vs Reactive motives for internationalization

III. Dimensions of Globalization

IV. International Entrepreneurship vs Domestic Entrepreneurship

(3.5x 4= Total 14 Marks)
