


042

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 06 Total Marks :70
	ENT 32203–Business Development Services and Consultancy Skills Academic Year 2021/2022	
BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE		<i>Three Hours</i>
3000 LEVEL SECOND SEMESTER END EXAMINATION FEBRUARY / MARCH 2023		
Instructions ➔ Answer five (05) questions only.		

Question No. 01

- (i) Define the term “Business Development Services.”
(02 Marks)
- (ii) Briefly explain the main actors in the Business Development Services (BDS) supply chain.
(05 Marks)
- (iii) Elaborate the main types of Business Development Services provided by different BDS providers to enhance the performance of micro, small, and medium enterprises.
(07 Marks)
(Total Marks 14)

Question No. 02

- (i) Identify the characteristics of a BDS market.
(02 Marks)
- (ii) Discuss the importance of conducting a BDS market assessment.
(05 Marks)
- (iii) If you are a BDS facilitator and you have found some weaknesses in the BDS market on both the supply and demand sides, Identify each weakness on the demand and supply sides and propose possible interventions to address these weaknesses.
(07 Marks)
(Total Marks 14)

Question No. 03

- (i) Why is BDS performance measurement important for BDS facilitators? (02 Marks)
 - (ii) Discuss the strategies used to achieve sustainability in the BDS market. (05 Marks)
 - (iii) State the goals of the BDS performance measurement and list out the objectives to achieve each goal. (07 Marks)
- (Total Marks 14)

Question No. 04

- (i) What do you mean by “demand driven” BDS? (02 Marks)
 - (ii) Distinguish between “Stand-alone services” and “Embedded services” with an example. (05 Marks)
 - (iii) Discuss why a market development approach is needed to develop the BDS market. (07 Marks)
- (Total Marks 14)

Question No. 05

- (i) Define the term “consultancy.” (02 Marks)
 - (ii) Briefly explain the four skills required for business consulting. (04 Marks)
 - (iii) “Independence is a salient feature of consulting.” Discuss this statement. (08 Marks)
- (Total Marks 14)

Question No. 06

- (i) “The consulting will not be limited to solving management and business issues.” Briefly explain this statement. (06 Marks)
 - (ii) Discuss the purpose of the entry phase of the consulting process from the client’s point of view. (04 Marks)
 - (iii) State four diagnosis techniques used in consulting. (02 Marks)
 - (iv) State two reasons why the consultant should not be involved in the implementation of solutions. (02 Marks)
- (Total Marks 14)

