



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

1000 LEVEL FIRST SEMESTER END EXAMINATION – AUG./SEP. 2023

Three Hours

ENT 41233 – International Entrepreneurship

Academic Year 2022/2023

Instructions

- The question paper contains six (06) questions.
- Answer only five (05) questions.

01.

- I. “Choosing entry modes for a new international market is a crucial decision for any company.”
Explain three different modes of entry into International market.

(06 Marks)

- II. “When entering international market, the challenges of the company must handle are new and unfamiliar.”

Discuss this statement.

(08 marks)

(Total 14 Marks)

02.

- I. Explain the difference between International Entrepreneurship and Domestic Entrepreneurship with relevant examples.

(06 Marks)

- II. “Governments have an essential role in the facilitation and regulation of international business.”

Do you agree with this statement? Discuss.

(08 Marks)

(Total 14 Mark)

03.

- I. “Preparing an international business plan is vital for companies that want to expand into new international markets.”

Explain this statement.

(06 Marks)



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01.

i.

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iii.

II. "Globalization creates greater business opportunities for international businesses."

Discuss this statement by using relevant examples.

(08 Marks)

(Total 14 Marks)

04.

I. "International business refers to a wide range of activities undertaken across national boundaries."

Explain this statement.

(06 Marks)

II. "Surviving and achieving business success in foreign markets means accepting and adapting to local culture within the foreign market."

Do you agree with this statement? Explain.

(08 Marks)

(Total 14 Marks)

05.

I. "Recently, most of the companies turn to global markets for various reasons."

Explain three reasons that motivate companies to enter the global market.

(06 Marks)

II. "International linkages across different countries enable to reduce the knowledge gaps between countries."

Discuss this statement by using relevant examples.

(08 Marks)

(Total 14 Marks)

06. Describe the following concepts.

I. Green trends in international business

II. Network Theory

III. Components of an international business plan

IV. Uppsala Model

(3.5x 4= Total 14 Marks)
