



ENT 2220 – Business Development Services and Consultancy Skills

BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2000 LEVEL

SECOND SEMESTER END EXAMINATION – JUNE/JULY 2015

Three Hours

Instructions

- Answer four (04) questions including question no.one (01).

Question No. 01

Read the following case titled on “Mala Sweet Products” and answer the questions given below.

Mala Sweet Products

Mrs. Mala Jayasundara is 37 years old and lives at Browns Hill in the Matara District. She is married with two children. Mala’s financial problems became severe day by day after she gave birth to her two children. At this point Mala realized the importance of earning money to support her family’s economy and wellbeing of her children by starting a business venture.

Her father has promised to give Rs.10000/= as initial capital but her initial estimate is Rs.50000/= for starting a business. She says, “As I had a good experience in cookery, I thought of preparing sweets and selling them to the villagers. I learnt cookery from several T.V programmes and from my mother. But I felt that it is not enough to manage a business”.

Further talking about current challenges in opening her business, she mentioned about the ownership of the property which is the main barrier for her to register the business. As there is a court case pending for the said land, she is unable to register her business at her own residence. Due to sweet products she should get the permission from the Public Health Inspector (PHI) too.

Moreover competition from other business entities and unethical practices by other entrepreneurs may be a problem to start and run a business successfully, hence she does not have an idea about competitors and their strategies. She says, “I have to compete

with large scale producers who dictate the market with bulk supplier, proper packing and links. So I want to improve the quality of packaging and shift to new products as well". Moreover she mentions that, "I have to buy raw materials from external suppliers. But I don't know how to find out the quality suppliers. We are new comers for this village. I have not a clear idea about needs, wants and preferences of the villagers".

(1) As a Business Development Service (BDS) provider, explain Mrs. Mala to the importance of market assessment before starting a business.

(05 marks)

(2) Explain how to do a market assessment for her business.

(05 marks)

(3) Discuss the issues faced by Mrs. Mala.

(05 marks)

(4) What are the suggestions that can be used to enhance the performance of this organization?

(05 marks)

(5) As a BDS provider, explain the challenges you will face in this situation.

(05 marks)

(Total marks 25)

Question No. 02

(1) State that why small and medium scale entrepreneurs need Business Development Services?

(03 marks)

(2) "Most of the BDS organizations in developing countries are underperforming". Briefly discuss your recommendations to improve the BDS market in Sri Lanka.

(05 marks)

(3) "Business Development Services are cause to improve the performance of the business". Describe how BDS organizations can stimulate demand for BDS market in Sri Lanka.

(07 marks)

(Total marks 15)

Question No. 03

- (1) What are the features can be seen in the Traditional Development Approach and Market Development Approach?
(03 marks)
- (2) "Both government BDS organizations and NGO's are running on the BDS market". Briefly explain how facilitators can promote commercial service provision in the context of free services provided by the government and NGO's.
(05 marks)
- (3) "Various strategies can be used to collect the prices in the BDS market". Explain how can BDS providers collect the full price of services when they work with poor?
(07 marks)
- (Total marks 15)*

Question No. 04

- (1) What is the importance of consultancy for a business organization?
(03 marks)
- (2) "Entry Phase is a critical step for both client and consultant". Briefly explain the purpose of entry phase.
(05 marks)
- (3) "Both consultant and the client have a responsibility to maintain a good relationship". Discuss this statement.
(07 marks)
- (Total marks 15)*

Question No. 05

- (1) Mention why recommendations fail to be implemented in the consultancy process.
(03 marks)

(2) "Features of the consultancy practice are one factor determines the quality of the consultant – client relationship". Briefly discuss.

(05 marks)

(3) "Many business managers are asked why they use consultants; their replies typically point to three main factors as the expertise that consultants' offer, their independent viewpoint and the resources they provide". Explain this statement.

(07 marks)

(Total marks 15)
