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UNIVERSITY OF RUHUNA  
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages: 02  
No. of Questions: 05  
Total Marks : 60

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BBA2206 – Small Business Management

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BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2000 LEVEL

(ලකුණු)

SECOND SEMESTER END EXAMINATION (Old) – March/ April 2019

Two Hours

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*Instructions*

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- Answer only for four (04) questions.

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Question No. 01

(ලකුණු)

- (1) Define the concept of Small Business Management.

(03 marks)

(මුළු ලකුණු)

- (2) Briefly explain the importance of small business for the economy.

(05 marks)

- (3) Discuss the reasons for small business failures in Sri Lanka.

(07 marks)

(Total marks 15)

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$05 \times 3 =$  මුළු ලකුණු

Question No. 02

- (1) What is a family business?

(03 marks)

- (2) Briefly discuss why innovation is becoming more important for startup ventures.

(05 marks)


- (3) Explain the advantages and disadvantages of buying an existing business.

(07 marks)

(Total marks 15)

Question No. 03

- (1) What are the entrepreneurial traits?
- (2) Briefly explain the two types of motives that cause to start a business.
- (3) "E- Commerce plays a vital role to gain competitive advantages for the businesses". Discuss.

  
(03)  
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(05)  
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(Total marks

Question No. 04

- (1) What are the key factors that should be concerned to select the location for a venture?
- (2) Briefly explain the problems faced by the small scale industries in Sri Lanka.
- (3) Discuss your recommendations to enhance the small scale industries in Sri Lanka.

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අංක 01  
(03 marks) (I) කුඩා  
(05 marks) (II) ආදායම  
(07 marks) (III) ශ්‍රී ලංකාවේ  
(Total marks) ශ්‍රී ලංකා විද්‍යාලීය විද්‍යාලය  
අංක 02  
(I) පරිපාලන  
(II) ආදායම  
(III) ප්‍රතිඵල

Question No. 05

- (1) Mention that why owners of the small scale ventures need to manage risk of the businesses.
- (2) Briefly discuss the risk management techniques that can be used by the owners of the small scale ventures.
- (3) Explain the internal and external influences on small business formation and survival.

(03 marks) (III) ප්‍රතිඵල  
(05 marks) ශ්‍රී ලංකා විද්‍යාලීය විද්‍යාලය  
අංක 03  
(07 marks) (I) ව්‍යාපාර  
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