



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 2000 Level Semester II

End Examination (February/March 2021)

ENT 2220-Business Development Services and Consultancy Skills (Repeat)

Duration : Three hours

The Question Paper contains 06 questions.

Answer five (5) questions only.

1)

a) Do you think BDS market need development? Explain, Why?

(07 marks)

b) " Business Development services are cause to promote the long term economic and social goals through increasing the performance of entrepreneurs." Briefly explain this statement.

(07 marks)

(Total 14 marks)

2)

a) Discuss the difference between **Financial services** and **Business development Services** with examples.

(07 marks)

b) Explain the features of "**Supply chain for strategic Business Development Services(BDS)**".

(07 marks)

(Total 14 marks)

3)

a) Discuss the practical problems in Business Development Services (BDS) performance measurement.

(07 marks)

b) Explain the Strategies for achieving sustainability of Business Development Services (BDS) market.

(07 marks)

(Total 14 marks)

4).

a) Briefly explain the five generic purpose of consultancy.

(7 marks)

b) "Entry phase is important for both the client and the consultant for gaining mutual benefits".

Do you agree with this statement? Explain your answer.

(07 marks)

(Total 14 marks)

5).

a) Briefly explain the qualities should have the consultant to perform well in the industry.

(7 marks)

b) "Consultant is merely not only an adviser. He plays a role as an educator, a coacher and a leader too".

Discuss this statement.

(7 marks)

(Total marks 14)

6) Write the short note on followings.

- i) Embedded services.
- ii) Participatory rural appraisal
- iii) Mc-Kinsey 7-S framework.
- iv) Focus group discussions.

(3.5 marks for each)

(Total marks 14)