



**UNIVERSITY OF RUHUNA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme 3000 Level Second  
Semester End Examination (April 2021)**

**ENT 32302-Business Development Services and Consultancy Skills**

**Duration: Three hours**

**The Question Paper contains 06 questions.**

**Answer only five (5) questions**

1)

a) Briefly explain the types of Business Development services.

(07 Marks)

b) Malith is planning to be a business consultant in future. As an entrepreneurship student, advise to him about the important qualities of consultant career which he needs to improve.

(07 Marks)

(Total 14 Marks)

2)

a) Why do you think Business Development Services market need to develop in Sri Lanka? Explain your answer.

(07 Marks)

b) Thilina is a small business owner and now his business is facing some problems. As entrepreneurship student, introduce him to Business Development Services and explain its importance to small business.

(07 Marks)

(Total 14 Marks)

3)

a) Briefly Explain, Important principles of Business Development Services market development.

(07 Marks)

- c) "With in the consultant assignment to give suitable solutions for the client organization, consultant should be independent in different aspects."

Discuss this statement.

(07 Marks)

(Total 14 Marks)

4).

- a) Briefly explain the "Phases of Consulting Process".

(07 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) Organizations use business consultancy services with different purposes. Explain the purposes of using business consultancy services in small business.

(07 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.

(07 Marks)

(Total 14 Marks)

6) Write the short note on followings.

- i) Strategic Business Development Services.
- ii) Sub sector analysis.
- iii) Demand-driven services.
- iv) Focus group discussions.

(3.5 Marks for each)

(Total 14 Marks)

\*\*\*\*\*