



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 4000 Level Semester I

End Examination (Feb/March 2021)

Academic Year 2019/2020

ENT 4122 – International Entrepreneurship

Duration: Three hours

The Question Paper contains Six (6) questions.

Answer only Five (05) questions.

Question 01

- I. “Entrepreneurship is important, as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs but also for related businesses.”

Explain the difference between International Entrepreneurship and Domestic Entrepreneurship with reference to this statement.

(06 Marks)

- II. “International Entrepreneurship has become increasingly important to firms of all sizes in today’s hypercompetitive global economy.”

Discuss the nature of International Entrepreneurship and its importance.

(08 Marks)

(Total 14 Marks)

Question 02

- I. "Achieving success in International Entrepreneurship is a challenging task."

Explain the barriers related to International Entrepreneurship.

(06 Marks)

- II. "Globalization and international business are closely interrelated. International Business has both taken advantage of globalization and contributed to its development."

Discuss the dimensions of Globalization with reference to International Business with examples.

(08 Marks)

(Total 14 Marks)

Question 03

- I. "International Market is playing a crucial role in business ventures."

Explain three reasons for Entering in International Market.

(06 Marks)

- II. "International Market offers a wide range of business opportunities."

Discuss possible business opportunities in the International Market with suitable examples.

(08 Marks)

(Total 14 Marks)

Question 04

- I. "Cultures across the world are unique and different from one another."

Explain how the Cultural differences among countries effect International Business ventures.

(06 Marks)

- II. “The main purpose of the theories concerning internationalization is to evaluate how firms quickly expand into multiple markets outside their country.”

Discuss Innovation- related Model theory and Network Theory.

(08 Marks)

(Total 14 Marks)

Question 05

- I. Explain two different modes of entry in International market with advantages and disadvantages in each.

(06 Marks)

- II. “Government plays a vital role in International Entrepreneurship.”

Explain the role of government to promote the international business ventures.

(08 Marks)

(Total 14 Marks)

Question 06

Briefly explain the following concepts.

- I. Impact of Globalization on International Business
- II. Foreign Direct Investment
- III. Green trends in International Entrepreneurship
- IV. Economics of Scale

(3.5 Per Each)

(Total 14 Marks)
