



**UNIVERSITY OF RUHUNA**  
**FACULTY OF MANAGEMENT AND FINANCE**

No. of Pages : 02  
No. of Questions: 06  
Total Marks :70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL FIRST SEMESTER END(REPEAT OLD SYLLABUS)  
EXAMINATION - AUG/SEP 2023

Three Hours

ENT 3121 - Venture Creation

Academic Year 2022/2023

**Instructions**

- ➔ The question paper contains six (06) questions.
- ➔ Answer five (05) questions only.

**Question 01**

- I. Define the "Opportunity entrepreneur" and "Necessity entrepreneur".  
(03 Marks)
  - II. Briefly explain the importance of brainstorming as an idea generation technique.  
(05 Marks)
  - III. Explain how does new venture creation and growth contribute for the economic development of a country?  
(06 Marks)
- (Total 14 Marks)

**Question 02**

- I. Define the term "Business Plan".  
(03 Marks)
  - II. Briefly explain how a business plan assists entrepreneurs in improving their businesses.  
(05 Marks)
  - III. Explain the main components required to be presented in a business plan.  
(06 Marks)
- (Total 14 Marks)

**Question 03**

- I. Distinguish between the "Functional organizational structure" vs "Simple organizational structure".  
(03 Marks)
  - II. Briefly explain the significance of starting up a business as a family business rather starting as a sole proprietorship.  
(05 Marks)
  - III. "Businesses aren't always required to have a physical location". Discuss this statement with logical justifications.  
(06 Marks)
- (Total 14 Marks)

**Question 04**

- I. Define the term “Business franchising”.  
(03 Marks)
  - II. Briefly explain the advantages and disadvantages of entering in to a franchise business.  
(05 Marks)
  - III. “The right location for a business is very important, but it can also be a bit challenging to find the perfect one”. Discuss the factors affecting in selecting a suitable location for a business.  
(06 Marks)
- (Total 14 Marks)

**Question 05**

- I. Define the term “Venture capital”.  
(03 Marks)
  - II. “Small and medium-sized businesses in Sri Lanka face a number of difficulties as a result of global competition”. Briefly explain your suggestions for creating a favorable business climate to help Sri Lankan SMEs to compete globally.  
(05 Marks)
  - III. Explain the five stages of business life cycle by paying the special attention to the characteristics of each stage.  
(06 Marks)
- (Total 14 Marks)

**Question 06**

Compare and contrast the following concepts.

- I. “B2B” (Business-to-Business) and “B2C” (Business-to-Consumer) Ventures
- II. “Growth enabling actions” and “Growth extending actions”
- III. “Vision” and “Mission” of a venture
- IV. “Product innovation” and “Process innovation”

(3.5 Marks for each)  
(Total 14 Marks)

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