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UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

**Bachelor of Business Administration Degree Programme 3000 Level Semester I
End Examination (Repeat – Old Syllabus) November/December 2021**

ENT 3121 – VENTURE CREATION

Duration: Three hours

The question paper contains 06 questions.

Answer for five (5) questions only.

01.

I. List out the factors affecting to motivate a person to become an outstanding entrepreneur.

(03 Marks)

II. “An idea is a thought or conception that potentially or actually exists in the mind of a person as an output of mental activity”. Briefly explain the idea generation techniques available with suitable examples.

(05 Marks)

III. Explain how does the new venture creations and growth contribute for the economic development of a country?

(06 Marks)

(Total 14 Marks)

02.

I. Define the term “Business Plan”.

(02 Marks)

II. List out the main components required to be presented in a business plan.

(06 Marks)

III. Discuss the benefits of having a proper business plan for a new venture and the risks that entrepreneur faces due to not having a proper business plan.

(06 Marks)

(Total 14 Marks)

03.

I. Distinguish between the advantages of “Personal savings” vs “Commercial loans” as venture financing sources.

(03 Marks)

II. Briefly explain the significance of starting up a venture as a family business rather than starting as a sole proprietorship.

(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)

04.

I. Define the term “Business franchising” and provide two examples for successful franchise businesses in Sri Lanka.

(03 Marks)

II. Discuss briefly the advantages and disadvantages of entering in to a franchise business.

(05 Marks)

III. Several key issues have to be faced by the Sri Lankan small and medium scale entrepreneurs due to the international competition. Discuss your suggestions for developing a supportive business environment to strengthen the competitive abilities among Sri Lankan SMEs.

(06 Marks)

(Total 14 Marks)

05.

I. Explain briefly the intensive growth strategies that can be applied by a venture.

(03 Marks)

II. "Businesses always should not be physical". Discuss this statement with logical justifications.

(05 Marks)

III. "A good location for a business is vital, but choosing the right one can be something of a balancing act." Discuss the factors affecting in selecting a suitable premise for a business.

(06 Marks)

(Total 14 Marks)

06. Explain briefly the followings.

I. Necessity entrepreneur and opportunity entrepreneur

II. Growth enabling actions and Growth extending actions

III. Functional organizational structure and Simple organizational structure

IV. Vision and mission of a venture

(3.5 Marks for each)

(Total 14 Marks)
