



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

4000 LEVEL FIRST SEMESTER END EXAMINATION – AUG./SEP. 2025

Three Hours

ENT 41233 – International Entrepreneurship

Academic Year 2024/2025

Instructions

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

QUESTION ONE

- I. Briefly describe the main factors that motivate businesses to explore international market opportunities.

(06 Marks)

- II. “Entering the global market typically carries more uncertainty compared to remaining within the domestic market.”

Do you agree with this statement? Discuss.

(08 Marks)

(Total 14 Marks)

QUESTION TWO

- I. Why should a small-scale entrepreneur analyze the international business environment before entering international markets?

(06 Marks)

- II. “Globalization has revolutionized the way businesses operate across international borders, bringing both opportunities and challenges.”

Explain this statement using relevant examples.

(08 Marks)

(Total 14 Marks)

QUESTION THREE

- I. Discuss the importance of an international business plan for entering into foreign market.
(06 Marks)
- II. "Selecting an appropriate entry strategy is pivotal for a company expanding into a new international market."
Explain this statement using relevant examples.
(08 Marks)
(Total 14 Marks)

QUESTION FOUR

- I. Briefly explain how trade agreements foster better international relations among countries.
(06 Marks)
- II. "The Sri Lankan government plays a central role in both enabling and overseeing international business through regulatory bodies and trade facilitation policies designed to integrate the country into the global economy."
Discuss this statement using relevant examples.
(08 Marks)
(Total 14 Marks)

QUESTION FIVE

- I. Briefly describe what expansion strategies entrepreneurs can use to succeed in the competitive international market.
(06 Marks)
- II. "Small and medium-sized businesses that wish to establish a strong presence & achieve long-term success must adapt to the cultural environment of a foreign market."
Discuss this statement.
(08 Marks)
(Total 14 Marks)

QUESTION SIX

- I. Briefly describe the possible business opportunities found in the international market.
(06 Marks)
- II. "Establishing international linkages is crucial for entrepreneurs entering global markets."
Explain this statement.
(08 Marks)
(Total 14 Marks)
