



Eastern University, Sri Lanka

Faculty of Commerce and Management

Department of Commerce

Third Year First Semester Examination in Bachelor of Commerce 2009/2010.

(August 2011) proper.

DED 3032 Entrepreneurship

Answer all Questions

Time: 02 Hours.

- 1) Very often an entrepreneur is confused with a businessman by ordinary people. But as an undergraduate student of Commerce, you know that an entrepreneur differs a lot from a usual businessman though there are a few similarities.
- (i) Define an Entrepreneur and a Businessman. (02 Marks)
 - (ii) Give an example for an Entrepreneur and a Businessman in your area. (02 Marks)
 - (iii) Identify four features that are similar to both the Entrepreneur and the businessman. (02 Marks)
 - (iv) List out six characteristics that differentiate an Entrepreneur from a Businessman. (03 Marks)
 - (v) What are the prime Competencies needed for a businessman to be Entrepreneurial and to be successful in all his efforts. (06 Marks)
 - (vi) It has been identified that there are Different stages in the development of an Entrepreneur, and the Entrepreneur is having different needs and problems at the different stages of his/her development. Therefore if an entrepreneur approaches you for some advice to his problems, it becomes necessary for you to know the development stage of that entrepreneur for you to give him the most productive guidance.



- (a) Describe the Different stages of Development of an entrepreneur. (05 Marks)
- (b) List out the needs and the problems an entrepreneur is expected to have at these different stages. (05 Marks)

(Total Marks 25)

2) One of the reasons cited for unemployment among graduates is that the University produces only “Job Seekers” and not “Job Creators”. Universities are compelled to design new plans for the transformation of these passing out graduates into “Job Creators”, and accordingly Department of Commerce of the Faculty of Commerce and Management has introduced some course structure to make the Commerce graduates as Job Creators.

- (i) Explain the terms “Job Seekers” and “Job Creators”. (04 Marks)
- (ii) Discuss how the study of Entrepreneurship related courses can help in transforming the passing out graduates from “Job seekers” to “Job Creators”. (08 Marks)
- (iii) Being a student who have followed Entrepreneurship course in the university, are you confident enough that studying the course will facilitate the transformation of this process in your faculty. Discuss your answer. (05 Marks)
- (iv) What are the limitations you experience when transforming yourself into a “Job Creator”. Give your answer through a systematic Analysis. (08 Marks)

(Total Marks 25)

3) Marketing has been a major problem identified by small businessmen in the Batticaloa district. It is an observed phenomenon that many of the small businesses fail due to the marketing problems faced by them.

(i) What is marketing? Explain it, in the context of a small business.

(04 Marks)

(ii) Elaborate the marketing problems faced by small businessmen in your district based on the 4Ps of the "Marketing Mix".

(08 Marks)

(iii) Recommend solutions for the problems identified by you in (ii) above.

(08 Marks)

(iv) What are the pricing strategies used by businesses in fixing the prices for their products or services? Describe the pricing strategy mostly adapted by small businessmen in your area.

(05 Marks)

(Total Marks 25)

4) Costing his product / service is a very important function of an entrepreneur.

Costing involves the calculation of the total cost of the three elements of cost expended in the production process of the product/service.

(i) Name the three elements of Cost. Give examples.

(03 Marks)

(ii) How will you define an "overhead cost".

(02 Marks)

(iii) Calculate the cost of producing a glass of "fresh lemon juice". (Outline all the assumptions you made in the calculation of the cost of production).

(20 Marks)

(Total Marks 25)