



Uva Wellassa University

Faculty of Management

Bachelor of Business Management and Entrepreneurship

Year 1 Semester II Examination July/ August 2009

EMG 151-3 Designing and Leading Business

Answer only Three Questions including Question Number 1 and 2.

Total Marks Allocation: 50 Marks

Part C- Essay Questions

1) Study the following case and answer the questions

Lanka Bell has introduced two revolutionary new packages that enable subscribers to make calls to any network free of charge.

The first of the two packages, "infinity plus" offers 1000 minutes free outgoing calls with 700 minutes free to any Lanka Bell phone and 300 minutes free to any other network at any time of the day.

The second package, "infinity" offers 400 minutes of free calls to any Lanka Bell phone and 1000 minutes free to any other network for 18 hours of the day between 11 pm and 5 pm.

Commencing on this latest introduction, the company's managing director said, "We are proud to be able to consistently offer the most affordable packages to our subscribers. These new packages will give them hundreds of free minutes to talk to a community of more than one million Lanka Bell users and to subscribers of any other mobile or fixed line network"

- a) Do you think that Lanka bell is a venture with entrepreneurial mind setting? Why and why not? (5 Marks)
- b) Discuss the importance of growth strategies by giving special reference to the given case. (8 Marks)
- c) "Selecting the best strategic approach has been the key to success for entrepreneurial firms" comment the statement by giving attention to the practical businesses world. (7 Marks)

(20 Marks)

2) Discuss the key dimensions of entrepreneurship and come up with a definition of your own for entrepreneurship

(15 Marks)

3) Evaluate the ways that marketing researches can help entrepreneurial firms in achieving business excellence.

(15 Marks)

4) Critically evaluate a model that describes Entrepreneurship that you like.

(15 Marks)