

Uva Wellassa University

Faculty of Management

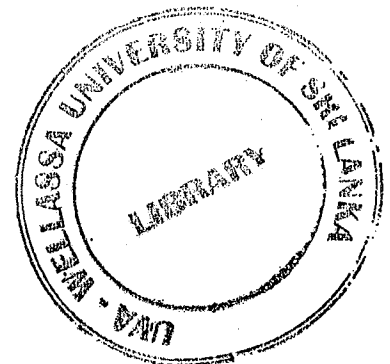
Degree of Bachelor of Business Management in Entrepreneurship and Management

FIRST YEAR FIRST SEMESTER EXAMINATION – JULY /AUGUST 2016

ENM 131-3 Entrepreneurship



**Uva Wellassa
University**



Part -B

Answer only **three (03) questions** including **question number one (01)**.

01. "Entrepreneurship and new venture creation are critical success factors for economic development and enhancing the living conditions of citizens with in the country".

Critically evaluate above statement in the context of Sri Lankan economy.

(Total -20 marks)

02. "Globalization has made expanding into foreign markets significantly easier for not only huge corporations but small businesses and startups as well."

i). Explain the criteria that organization should look forward before going to the global.

(05 marks)

ii). Discuss your opinion in detail regarding internationalization of business with suitable examples.

(10 marks)

(Total-15 marks)

03. "Industry analysis is considered to be of utmost importance for the success of new ventures. Since new ventures have distinct characteristics that distinguish them from larger, more established organization."

i). Briefly Explain Micheal porters five force model.

(05 marks)

ii). Explain marketing research in the Pre-start-up phase with suitable example.

(10 marks)

(Total 15 marks)

04. " New product development process and venture life cycle are one of the crucial point which determine the organizational performance and sales revenue"

i). Explain the steps of venture life cycle.

(05 marks)

ii). Discuss the new product development life cycle with suitable example.

(10 marks)

(Total 15 marks)