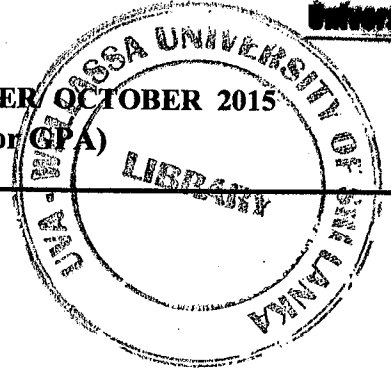


Uva Wellassa University
Faculty of Management



FIRST YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2015
ESS -198-1 Career Development (Not Counted for GPA)



Instructions to candidates:

No. of pages : One (01)
No. of questions : Three (03) Essay
Time allocation : One (1) Hour
Marks allocated : 100Marks

Answer any two (02) questions only.

1. You are a member of the director board of a company. You have to introduce a product to the university undergraduates.
 - i. Identify a product that you can sell to the undergraduates with justification. (25 Marks)
 - ii. Give the market plan for your product. (25 Marks)
2. Provide the Environmental Scanning Analysis on internal and external factors of the university. (50 marks)
3. Make an Activity Plan for next four years to achieve following life goals. (50 marks)
 - Educational
 - Professional /Work
 - Financial
 - Personal Life / Family
 - Spiritual
 - Social
 - Possessions