

# Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events

Management

**SECOND YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017**

**HTE 261-2 Starting and Leading a Business**



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**Instructions to candidates:**

No. of pages : Two (02)  
No. of questions : Six (06) Essays  
Time : Three (3) Hours  
Marks allocated : 100

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Answer only **Four** questions including **question no 01**.

01. Study the following case and answer the questions.

Rohan has been working in the hospitality industry for a while and one of the concerns which tourists have expressed to him is that, they want a new experience.

He has always had a desire to start his own business, so he started to think of Rohan's Special Tours. These would include hikes through the country, beach night tours, cultural and eco tours and many other ideas. However although Rohan has the idea, he is unsure as to move from zero point to actually starting the business. Therefore, Rohan decided to contact you as a Business Consultant for clarification on various aspects which might be required.

i) Do you consider Mr. Rohan as an entrepreneur? Explain your answer.

(10 Marks)

ii) Explain the factors that Mr. Rohan should consider before starting the Rohan's Special Tours.

(10 Marks)



iii) Explain the key business strategies that Mr. Rohan can adopt to defeat the potential competition in the industry.

(10 Marks)

iv) Discuss the different established sources available for funding Mr. Rohan's business.

(10 Marks)

**(Total Marks 40)**

02. Discuss the importance of a **careful cultural analysis** to the business that wishes to enter in to an International Market.

(20 Marks)

03. Identify the benefits which could be gained by businesses through the use of the internet and e-commerce. Further, examine any disadvantages which may occur as management pursues in this strategy.

(20 Marks)

04. Explain how the entrepreneurship leads for national development. Support your answer by taking the tourism sector and its development goals.

(20 Marks)

05. Discuss the advantages and disadvantages of undertaking a "Franchise Business" in Sri Lanka with practical examples.

(20 Marks)

06. Write short notes on any **four (04)** of the following topics.

- a. Diversification
- b. Differentiation
- c. Innovation
- d. Competitive Advantage
- e. Informal Financing

(5 X 4 = 20 Marks)