



Uva Wellassa University
Faculty of Management

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

SECOND YEAR FIRST SEMESTER EXAMINATION - FEBRUARY/MARCH 2012

HTE 261-2 Starting and Leading Business



Part C - Essay Questions

Answer only two (02) questions including question number 01.
Marks allocation: 50 Marks

1.

- i) Define the term "Corporate entrepreneurship". (03 marks)
- ii) List up the steps of developing a corporate entrepreneurship strategy in a business organization. (05 marks)
- iii) Briefly explain four (04) critical factors for developing innovative thinking in an organization. (10 marks)
- iv) Explain how you can develop individual managers in developing a corporate entrepreneurship culture in an organization. (12 marks)

2.

- i) Define the term "Marketing research". (04 marks)
- ii) Briefly explain the importance of market research for the successful venture development. (06 marks)
- iii) Explain the marketing research process of an organization. (10 marks)

3.

- i) Briefly explain three (03) pitfalls in selecting new ventures. (06 marks)
- ii) Briefly explain three (03) critical factors for new venture development. (06 marks)
- iii) Explain the causes of new venture failures. (08 marks)