



Uva Wellassa University

Faculty of Management

1st Year 2nd Semester Examination - June/July 2007

EMG 101 – 3 Business Studies, Accounting and Entrepreneurial Skills

- Answer all questions
- Time : 01 hour
- Calculators can be used
- Answer in English only
- Use a separate book to answer for each part

Part C: Entrepreneurial Skills

- 01.
- i. Differentiate entrepreneur from manager. (10 marks)
 - ii. Briefly explain the importance of developing a good social network for an entrepreneur. (10 marks)
 - iii. (a) What are the important steps has to be taken in financing a business idea? (5 marks)
(b)What are the factors that should be considered when developing a business idea? (5 marks)
 - iv. Briefly explain the importance of SWOT analysis. (10 marks)
 - v. Briefly explain:
 - (a)Direct competitors and indirect competitors (5 marks)
 - (b)Customer analysis (5 marks)
- 02.
- i. "A person who starts a new business is always an entrepreneur". Giving reasons, state whether this statement is true or false. (20 marks)
 - ii. Write short notes on followings. (10 marks each)
 - (a) Role of entrepreneurship.
 - (b) Importance of preparing a business plan.
 - (c) Competitor analysis.