

Uva Wellassa University

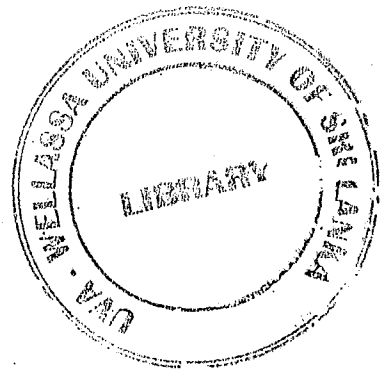
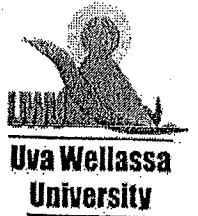
Faculty of Management

Degree of Bachelor of Business Management (BBM) in Entrepreneurship and
Management

SECOND YEAR SECOND SEMESTER EXAMINATION – DECEMBER 2016/JANUARY

2017

ENM 232-2 Venture Creation



Part B

Answer only **Three (03)** questions including **question number One (01)**

Marks Allocation: 70 Marks

01.

- I. Discuss the main reasons that influence people to become entrepreneurs. Your answer should support an example. (10 Marks)
- II. Explain **two (02)** approaches to identify business opportunities with suitable examples. (5 Marks)
- III. Explain the internal and external growth strategies of an entrepreneurial firm and evaluate advantages and disadvantages of them. (15 Marks)

(Total 30 Marks)

02 Assume that you are having an idea to start a new venture.

- I. How you can identify your customers and how will you appeal to them in order to succeed as a new venture? List three step process. (5 Marks)
- II. Explain the ways you can add value to your new firm through lenders and investors. (5 Marks)
- III. List **four (04)** sources of financing a venture and discuss the difference between "Equity Funding" and "Debt Financing" with suitable examples. (10 Marks)

(Total 20 Marks)

03. "Whenever a business enterprise is established, it either explicitly or implicitly employs a particular business model that describes the design or architecture of the value creation, delivery, and capture mechanisms it employs"

(Teece, 2010)

I. Define the term "Business model" (3 Marks)

II. Explain the components of an effective business model with suitable examples.
(7 Marks)

III. Discuss four (04) issues need be considered when selecting a "Sole Proprietorship" and "Partnership" formations for new firms.
(10 Marks)

(Total 20 Marks)

04.

I. Explain the importance of Intellectual Property Rights for new venture creation.
(5 Marks)

II. Discuss the ethical issues that affected on ventures.
(10 Marks)

III. What are the legal actions taken by relevant authorities for violation of Intellectual Property Rights?
(5 Marks)

(Total 20 Marks)

