



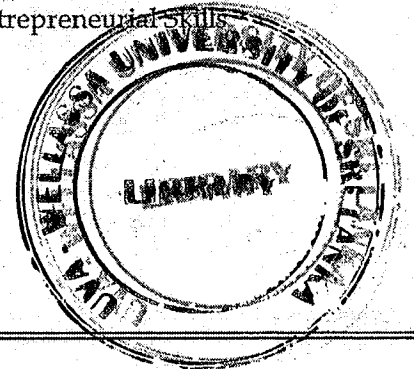
Uva Wellassa University

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 A: Business Studies

- 01.
- i. What are the factors that a business may depend upon before selecting a "marketing mix"? (10 marks)
 - ii. Explain how promotion is useful to a business in practical business world. (20 marks)
02. Using examples, briefly explain the steps of Human Resources Management process in an organization. (20 marks)
- 03.
- i. What are the "Multinational Organizations"? (10 marks)
 - ii. State the advantages and disadvantages of multinationals for Sri Lanka? (10 marks)
- 04.
- i. What are the two main indexes calculated by the Colombo Stock Exchange? (10 marks)
 - ii. How a stock market can contribute to develop a country? (20 marks)