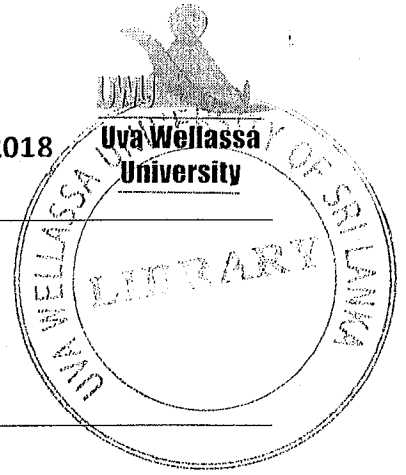


Uva Wellassa University of Sri Lanka
Faculty of Science and Technology
Department of Computer Science and Technology
200 level 2nd Semester Examination – Dec.-2017/Jan.-2018
IIT242-3 Entrepreneurship



Instructions to candidates

Duration: Three (03) hours

Number of questions: Six (06) essay

Mark allocation: 100

Answer all questions.

01.
 - a. Explain the relationship between opportunities, innovation and creativity. (12 mark)
 - b. List six (06) most effective sources of opportunity. (6 mark)
02. Explain the stages of venture development. (10 mark)
03. Explain three (03) approaches of defining competitors with examples. (12 mark)
04.
 - a. Explain three (03) differences between feasibility plan and business plan? (12 mark)
 - b. Explain the steps of a marketing research using relevant examples. (8 mark)
05.
 - a. Explain the micro screening method of capturing opportunities. (10 mark)
 - b. Describe the factors to be considered in micro screening method. (10 mark)
06. Explain four (04) market entries for an entrepreneur with examples. (20 mark)