



Uva Wellassa University

Faculty of Management

Bachelor of Business Management in Entrepreneurship and Management

Year 4 Semester I Examination February/ March 2011

EMG 451-1 International Entrepreneurship

Instructions

Number of pages : Two (2)
Time : One (1) Hour
Total Marks : One Hundred (100) Marks

Answer all questions

1. Read the following case and answer the questions.

Sri Lanka and China are emerging as key destinations for services investments, while the Philippines has overtaken India as the top ranked outsourcing centre, a report by IBM, a global information technology firm has said.

Sri Lanka retained its position at 12 while China moved to five, from 13 a year earlier.

“China is continuing its ascent as a services destination, and confirms it should not be considered any more merely as the world’s factory,” the report said.

“Sri Lanka is another Asian country that has succeeded in positioning itself as an alternative to India.”

Several Sri Lankan firms are engaging in the high-end of the market in the so-called ‘knowledge processing outsourcing’ of KPO sector.

Sri Lanka’s accountants, trained by peoples initiatives are in global demand.

Information technology training is also supported by private entities which are affiliated to foreign institutions though State university output in the sector is also well regarded.

The IBM report said India and Philippines offer “similarly attractive business environments for international business support functions,” but Indian labor costs were rising faster.

- I. Identify the capabilities of Sri Lanka as a nation of participating in global outsourcing.
- II. Discuss the modes of focusing and attracting more opportunities by a small country like Sri Lanka in global businesses.

(60 arks)

- 2) Discuss how the virtual supply chain is functioning and specific advantage it can bring into an international venture.

(40 Marks)