

**Uva Wellassa University**

**Faculty of Management**

**Bachelor of Business Management in Entrepreneurship and Management**

*Year 1 Semester II Examination August/ September 2011*

**EMG 151-3 Designing and Leading Business**



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**Instructions for part B and C**

Index No.

Number of pages : Six (6)  
Time : Two (2) Hours and Thirty (30) Minutes  
Total Marks : Eighty (80) Marks

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## Part C- Essay Questions

Answer only Three Questions including Question Number 1.  
Total Marks Allocation: 50 Marks

1) Study the following case and answer the questions

Ceylon Biscuits Ltd, a Sri Lankan confectionary firm has launched a biscuit which it says is a more friendly to diabetes sufferer, targeting an expanding domestic and global market for herbal food products, officials said.

The firm which sells under the brand 'Munchee' said its new biscuit has the herb 'Kothalahimbutu' which is becoming popular around the world for its diabetes fighting properties.

"We have not done extensive market research," Ceylon Biscuits chairman said. "But diabetes sufferers do not have a snack to eat, so we think it be popular." Munchee is now exports about eight percent of its output of other products. The biscuit was developed with the help of a research team from Sri Lanka Industrial Technology Institute.

"The herb is very bitter," who led the research team said. "Our main challenge was to make it taste better. Officials say the global herbal food market is estimated at 60 billion rupees, with the value expected to top five trillion dollars by 2050.

The chairman said the plant Kothalahimbutu took five year to reach maturity and the firm had a network of 12,000 farmers in Sri Lanka north central and southern areas to grow it.

- I. Discuss the importance of doing new product development for companies. (10 marks)
- II. What is the strategic type highlighted in the case and illustrate the importance of the particular strategic type. (20 Marks)

(Total 30 Marks)

2) Discuss how the companies are getting more advantages by participating in international markets.

(10 Marks)



3) What is corporate entrepreneurship and how can corporate entrepreneurship help companies to face the competition?

(10 Marks)

4) How does the concept of entrepreneurship lead for national development.

(10 Marks)

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