

Part B – Essay Questions

Answer only three (03) questions including question no. 01.

Marks allocation: 60 Marks

01. "Wealth creation is the output of entrepreneurship and that leads to economic growth of the country".

You are required to:

Illustrate the above statement with reference to Sri Lankan economy.

(Total – 20 Marks)

02. "Corporate Entrepreneurship is defined as the set of formal and informal activities aiming at creating new businesses in established companies".

You are required to:

- i) Explain the need for corporate entrepreneurship.
- ii) Describe the method of developing a corporate entrepreneurship strategy for a firm.

(Total – 20 Marks)

03. "As to research findings, nearly 50% of the products introduced to the market fails in the introductory stage. This requires the firms to organize the product development process carefully".

You are required to:

Suggest the way that firms should arrange the product development process in a firm.

(Total – 20 Marks)

04. "The Role of the entrepreneur during the organizational life cycle is crucial and it has to be matched with the characteristics of each stage of the life cycle".

You are required to:

Describe your opinion on the above with adequate justifications.

(Total – 20 Marks)

