

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Entrepreneurship and
Management

SECOND YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017

EMG 251-3 Small and Medium Enterprises Management



Part B

Answer only Three (03) questions including question number One (01)

Mark Allocation: 60 Marks

01. "Small and Medium Scale Enterprises (SMEs) are recognized as an important strategic sector in for generating economic growth and reducing unemployment, inequality and poverty"

(White Paper, 2002)

- I. Explain the importance of the SMEs to the economy. (10 Marks)
- II. Discuss the problems and challenges faced by Sri Lankan SMEs with relevant examples. (10 Marks)

(Total 20 Marks)

02.

- I. Explain the most common reasons to pursue growth of the SMEs. (10 Marks)
- II. Discuss the different types of financing sources of the SMEs with the lifecycle stage. (10 Marks)

(Total 20 Marks)

03.

- I. Explain the two main franchising options with suitable examples. (10 Marks)
- II. Mr. Perera has decided to start a franchise business. Advise him explaining the advantages and disadvantages of franchise for franchisee. (10 Marks)

(Total 20 Marks)



04.

I. Differentiate the internal and external growth strategies with relevant examples.

(10 Marks)

II. Discuss the advantages and disadvantages of external growth strategies. (10 Marks)

(Total 20 Marks)