

Uva Wellassa University of Sri Lanka
Faculty of Science and Technology
Department of Computer Science and Technology
200 level 2nd Semester Examination – Dec.-2018/Jan.- 2019
IIT241-3 Entrepreneurship



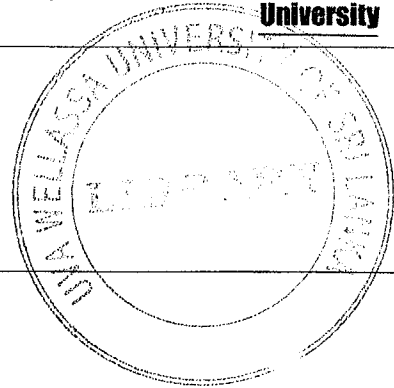
Instructions to candidates

Total time duration: three (03) hours

Number of questions: six (06)

Mark allocation: 100

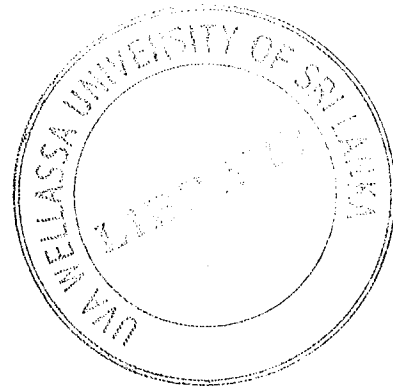
Answer all the questions.



1.
 - a. 'Entrepreneurship is always growth-oriented.' Discuss the validity of this statement.(5 mark)
 - b. 'Errors, mistakes and boundaries can be constructive elements of entrepreneurship.' Discuss the validity of this statement. (5 mark)
 - c. Briefly explain the importance of Invention and Innovation in entrepreneurship. (5 mark)

2.
 - a. Discuss the ways to identify a Business Opportunity. (8 mark)
 - b. Identify the personal characteristics of the entrepreneur that make them better at recognizing opportunities than others. (4 mark)
 - c. Briefly explain the techniques that can be used for generating ideas. (3 mark)

3.
 - a. 'There are different viewpoints to consider when writing a business plan.' Discuss the validity of this statement. (6 mark)
 - b. Discuss the importance of an 'Executive Summary' in a business plan. (4 mark)
 - c. Discuss the role of 'Marketing Section' in a business plan. (4 mark)



4. Write short notes on the followings;

- a. Purpose of undertaking a competitive analysis (4 mark)
- b. Steps in marketing research (4 mark)
- c. Barriers to entry in Porter's Five Forces model (4 mark)
- d. The growth stage of Venture Development Path (4 mark)

5.

- a. Identify the options available for business growth with reference to 'Ansoff Matrix'. (5 mark)
- b. Discuss the reasons for international expansion of entrepreneurs. (3 mark)
- c. What are the strategies available for firms seeking international expansion? (4 mark)
- d. Briefly explain the issues international firms face. (3 mark)

6. X Company provide a wide variety of quality, refreshing beverages with nutritional and ingredient information. The wide range of products targets sportsmen, younger and elderly generation. The company helps people find the right energy balance in their daily lives. In response, it provides a wide range of product choices, including no-calorie, low-calorie, sugar-free beverages and energy drinks in a variety of packaging sizes with clear nutritional information. However, the new regulations and with widespread hostility to Genetically Modified (GM) foods appear to have a negative impact on certain products offered by X company, and customer perception. B cola, a cola flavored drink offered by the company, lost the customers interest as it turn out to be indifferent and of no specific interest to customers. The company is concerned with the existing product portfolio as it lost significant market share over the last three years. In response, the R & D department has come up with a solution that energy drink can be offered to elderly and sick people, with minor modifications to the original formula.

- a. Explain the importance of introducing new products to X company's portfolio. (10 mark)
- b. Discuss the pricing strategies can be used by X company with reference to Boston Consulting Group (BCG) matrix and Product Life Cycle (PLC). (10 mark)
- c. Briefly explain the role of 'Test marketing stage' in New Product Development (NPD) process for new products offered by X company. (5 mark)