

Uva Wellassa University
Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management

FIRST YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017

ENM 131-3 Entrepreneurship



Part –C

Answer only **three (03) questions** including **question number one (01)**.

1. "Entrepreneurship will help to achieve competitive advantage over other firms locally as well as internationally.

Critically discuss above statement by providing suitable examples.

(Total 20 marks)

2. "Venture can be defined as a process that initiates with a business idea and develops into an enterprises and venture growth is essential for any organization for their future success".

Explain the Venture life cycle with suitable example.

(Total 15 marks)

3. "Going global makes more advantages to the organization in various aspects".

i). Briefly explain the forces which drives internationalization of firms. (05 marks)

ii). Discuss advantages and Disadvantages of going global by proving examples.

(10 marks)

(Total 15 marks)

4. "Opportunity is a situation in which a product, service or process can be introduced and sold at greater than its cost of production".

i). Briefly explain the Seven (07) sources of opportunities providing examples. (07 marks)

ii). Discuss the types of innovation and its contribution toward achieving a higher performance by taking any manufacturing related industry.

(08 marks)

(Total 15 marks)

