



**Uva Wellassa University**  
**Faculty of Management**



**Degree of Bachelor of Business Management in Hospitality, Tourism and Events  
Management**

**SECOND YEAR FIRST SEMESTER EXAMINATION- AUGUST/ SEPTEMBER- 2014**

**HTE 261-2 Starting & Leading a Business**

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**Instructions to candidates:**

No. of pages : Three (03)  
No. of questions : Six (06)  
Time allocation : Two (02) Hours  
Marks allocation : 100 Marks

**Index No:**

Answer any **four (04)** questions.

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01. Sir Richard Branson who is the founder of Virgin Groups has been labeled for many things such as entrepreneur, adventurer, risk taker etc.

You are required to:

(i) Explain the term "Entrepreneurship" and characteristics of an entrepreneur.

(10 Marks)

(ii) Recognize the contribution of an entrepreneur in economic development of a country.

(15 Marks)

(Total- 25 Marks)

02. Corporate entrepreneurship, corporate venturing or intrapreneurship was coined by legendary management thinker and consultant Peter Drucker.

You are required to:

(i) Briefly discuss the concept of "Corporate Entrepreneurship". (10 Marks)

(ii) Explain the process of creativity. (15 Marks)

(Total- 25 Marks)

03. Marketing research is "the process or set of processes that links the consumers, customers, and end users to the marketer through information.

You are required to:

(i) Assess the need of marketing research at various venture development stages.

(10 Marks)

(ii) How do you analyze the competition in a given industry?

Support your answer with suitable example.

(15 Marks)

(Total- 25 Marks)

04.

(i) Point out four types of tangible and intangible resources available in a five star hotel.

(10 Marks)

(ii) "Networking is a process of creating alliances with people and organizations beyond the immediate boundaries of the venture."

Evaluate the necessity of networking to an entrepreneur.

(15 Marks)

(Total- 25 Marks)

05.

- (i) "Venture can be defined as a process that initiates with a business idea and develops into an enterprises".

Explain the venture development process using a suitable model. (10 Marks)

- (ii) "If you fail to plan, you are planning to fail".

As an entrepreneur how do you plan a new venture creation? (15 Marks)

(Total- 25 Marks)

06. "Breaking new ground in the tourism industry, Taj Hotels Resorts and Palaces signed a joint venture with & Beyond, Africa's leading luxury experiential travel company and leading ecotourism company."

You are required to:

- (i) Compare and contrast the strategy options available for operating a business in a foreign country. (10 Marks)

- (ii) Discuss the characteristics of organizational life cycle. (15 Marks)

(Total- 25 Marks)

