



**Uva Wellassa University**

**Faculty of Management**

**Bachelor of Business Management in Entrepreneurship and Management**

**Year 1 Semester II Examination September/ October 2012**

**EMG 151-3 Designing and Leading Business**

**Part C- Essay Questions**

**Answer only Two Questions including Question Number 01.**

**Total Marks Allocation: 50 Marks**

- 1) Imagine you want to start up a business related to produce "Batik Products" and thinking of exporting them to some foreign countries.
  - I. Do a SWOT analysis for your business
  - II. What are the countries you will select and why you select those specific countries?
  - III. Discuss the main factors you should consider when you produce and market your products.
  - IV. What kind of a competitive pressure you can expect?
  - V. Illustrate on your main type of business strategy.

**(35 Marks)**

- 2) What are the advantages that a business firm can get by being entrepreneurial?

**(15 Marks)**

- 3) Identify the stages of new product development process and state why a company should follow those all stages?

**(15 Marks)**