



Uva Wellassa University
Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management
SECOND YEAR FIRST SEMESTER EXAMINATION – AUGUST/SEPTEMBER 2014
EMG/251-3 Small and Medium Enterprises Management

Answer only **three (03)** questions including question No. 01.

Marks allocation: 60 Marks

01. Assume that you have been invited as a resource person for a workshop organized by Divisional Secretariat of your area for small business owner managers. The workshop is on “Entrepreneurial Practices for small business development”. During the workshop you are getting to know that majority of small business owner managers hold the view that “Business Plan is for big businesses but not for small businesses and hence, no use of it”.

You are required to:

Present the **outline of your speech** at this workshop in relation to following areas.

- Importance of a business plan for a small business
- Difference between a feasibility plan and business plan
- Contents of an effective business plan
- Things to be considered in writing a business plan

(30 Marks)

02. As per the National Human Resources and employment Policy of Sri Lanka, “The growth and expansion of SMEs are constrained by problems emanating from product and factor markets and the regulatory system they operate in”.

You are required to:

Discuss the survival challenges faced by Sri Lankan SMEs and supportive measures available with adequate examples.

(15 Marks)

03. With the growth of the business, the owner managers face the challenge of meeting different financial needs and financing issues arising from the specific SME business environment.

You are required to:

Discuss the financing options available and issues faced by the owner manager at different stages of life cycle of the business.

(15 Marks)

04. Mr. Bowala is the Chief Manager of their family business which is based on Wood Carvings. It has been identified that this business has a significant potential for development in the industry due to their unique creations. However, Mr. Bowala holds the view that "Family knowledge should be confined to family and hence, management should be in the hands of family members, but no outsiders". Assume that you are a recently appointed Small Business Development Officer at the Provincial Council.

You are required to:

Advice Mr. Bowala on the issues related to family business growth and strategies for professionalizing a family business. (15 Marks)