

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA IN YOUTH AND COMMUNITY DEVELOPMENT - LEVEL 04
 FINAL EXAMINATION– 2021/2022 (1st Semester)
 DSU4561 – PROMOTING ENTERPRISE AND ECONOMIC DEVELOPMENT



Date: 05/06/2022

Time: 9.30 am – 12.30 pm

Instructions:

- Answer ONLY five (05) questions out of nine (09)
- Each question is worth twenty (20) marks.
- Please write clearly.

1. What are the major challenges faced by small and medium-sized enterprises? Explain the remedies to tackle problems of SME enterprises. (Marks 20)

2. “Economic Development is the expansion of capacities that contribute to the advancement of society through the realization of individual, firm and community potential.”
 - a. Economic Development should lead to an increase in prosperity and quality of life? (Marks 10)
 - b. Explain what kind of approaches are needed to ensure Economic Development? (Marks 10)

3. a. Can new global conditions create a sustainable economy? (Marks 10)
 - b. Describe 21st-century skills and the 4th Industrial Revolution (Marks 10)

4. Explain the role of digitalization and digital marketing in developing regional and global markets? (Marks 20)

5. Explain how the local economy can grow through 'Export Diversification'? Also, what do you mean by global integration? **(Marks 20)**
6. Explain how to formulate a national entrepreneurship strategy with reference to strategies that lead to dynamic entrepreneurship? **(Marks 20)**
7. Explain how efficiency and equity were reflected in Sri Lanka, in policies relating to the green revolution, integrated rural development, and the 'basic needs' approach. **(Marks 20)**
8. How do you strengthen the rural community? What are the obstacles faced by the farmers in the villages in Sri Lanka? **(Marks 20)**
9. a. Explain what is meant by "Unleashing the Entrepreneurial Spirit". **(Marks 10)**
b. How does micro-finance work for different types of clients. **(Marks 10)**

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