

THE OPEN UNIVERSITY OF SRI LANKA

DEPARTMENT OF SOCIAL STUDIES

HIGHER DIPLOMA IN YOUTH DEVELOPMENT- LEVEL 04

FINAL EXAMINATION – SEMESTER I – 2023/2024

DSD4205/SSD2105 – PROMOTING ENTERPRISE AND ECONOMIC DEVELOPMENT



DURATION: TWO (02) HOURS ONLY

Date: 09.12.2023

Time: 1.30 p.m – 3.30 p.m

Instructions:

- Answer **ONLY** four (04) questions.
- Each question is worth twenty (25) marks.
- Please write clearly.

1.

- I. Describe the core values of development as explained by Todaro. (10 marks)
- II. Globalization offers opportunities as well as threats to SMEs. Discuss this statement in relation to Sri Lankan context. (15 marks)

2.

- I. Explain the concept of 'trade justice'. (05 marks)
- II. Discuss the advantages of trade liberalization. (10 marks)
- III. Explain the key strategies of rural development proposed by Todaro, and comment on its relevance to youth development. (10 marks)

3.

- I. Differentiate between formal and informal businesses. (05 marks)
- II. Discuss the benefits of informal and small enterprises. (10 marks)
- III. What are the challenges faced by informal businesses. (10 marks)

4.

- I. Discuss the ways in which the government can support the small and informal businesses. (10 marks)
- II. Drawing on the experiences of Sri Lanka discuss the role of NGOs in the development of the micro enterprise sector. (15 marks)

- 5.
- I. Explain the skills and knowledge that a youth worker needs to have when facilitating the establishment of a youth enterprise (10 marks)
 - II. Describe the three stages involved in the enterprise development cycle and explain how each stage can be achieved. (15 marks)
- 6.
- I. Explain the planning process involved in establishing a small enterprise (05 marks)
 - II. What strategies would you adopt in marketing small businesses. (10 marks)
 - III. Explain the criteria you would adopt in evaluating the small business. (10 marks)
- 7.
- I. Develop the content of a training programme designed to promote a youth enterprise. (10 marks)
 - II. Explain the qualities to be possessed by small-business people. (15 marks)
8. Write brief notes on 5 of the following topics. (5 marks each)
- I. Debt and structural adjustments
 - II. The entrepreneur
 - III. Barriers to enterprise
 - IV. Enterprise as an employment alternative
 - V. Types of cooperatives
 - VI. Preparing a business plan

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