

THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF SOCIAL STUDIES  
 BA DEGREE PROGRAMME IN YOUTH AND COMMUNITY  
 DEVELOPMENT - LEVEL 04



FINAL EXAMINATION – SEMESTER I – 2023/2024

DSU4561 – PROMOTING ENTERPRISE AND ECONOMIC DEVELOPMENT

DURATION: THREE (03) HOURS ONLY

Date: 25.11.2023

Time: 1.30 p.m. – 4.30 p.m.

**Instructions:**

- Answer ONLY five (05) questions out of nine (09).
- Each question carries twenty (20) marks.
- Please write in clear handwriting.

01. Youth development work leads to integrating young people as partners of nation building.

- I. Define economic development in your own words. (5 Marks)
- II. What are the key sectors that enhance economic development? (7 Marks)
- III. Describe the most suitable approaches for economic development. (8 Marks)

02. The impact of 21<sup>st</sup> century skills has the potential to ripple across industries, businesses, and communities; affecting not just how people work, but also how people live and relate to one another.

- I. State five (05) 21st-century skills which enhance youth development work. (5 Marks)
- II. How does 'Design Thinking' affect the skills demanded by Sri Lankan economy? (7 Marks)
- III. Explain the main reasons for recommendation of structural adjustment during the debt crisis with an example. (8 Marks)

03. 'Globalization brings, fight for survival, constant pressure, strengthen the functions of the market, forcing the companies to be willing to constantly innovate, explore opportunities for achieving competitive advantage and expanding business activities outside the domestic market'.

- I. What are the factors that affect the domestic market under the threat from foreign competition? *(5 Marks)*
- II. Explain the difference between 'Digitalization and Digital Marketing'. *(7 Marks)*
- III. Discuss the main sustainability challenges for 'Small and Medium Entrepreneurs (SMEs)' in Sri Lanka. *(8 Marks)*

04. Entrepreneurship - the act of being an entrepreneur - implies the capacity and willingness to undertake the conception, organization, and management of a productive new venture, accepting all attendant risks and seeking profit as a reward.

- I. Define the 'Entrepreneurship Policy Framework'. *(5 Marks)*
- II. Indicate reasons for the lack of innovation in large businesses when compared to the small businesses. *(7 Marks)*
- III. Discuss the factors which differentiate youth entrepreneurship from other forms of entrepreneurship. *(8 Marks)*

05.

- I. Define the 'System Development Enterprise life Cycle'. *(5 Marks)*
- II. Indicate the soft skills needed for youth entrepreneurs for the betterment of his/ her business success? *(7 Marks)*
- III. List the administrative burden faced by the Sri Lankan entrepreneur and examine the measures to overcome such issues. *(8 Marks)*

06.

- I. What are the core objectives that develop entrepreneurship education and training? *(5 Marks)*
- II. Explain how entrepreneurs follow business ethics and be involved in corporate social responsibility. *(7 Marks)*

- III. Examine the ways and means of building international entrepreneurial capabilities when starting an international venture. (8 Marks)

07. Economic growth generates a growing demand for new varieties of basic needs.

- I. What is the key difference between small businesses and micro-businesses? (5 Marks)
- II. Explain an entrepreneurial mindset and encouragement of self-employment? (7 Marks)
- III. Discuss how efficiency and equity concerns are reflected in policies relating to the green revolution and integrated rural development. (8 marks)

08. Creative businesses are not usually established with the prime motivation of financial success.

- I. What are the main factors included in the business plan? (5 Marks)
- II. Illustrate a business plan for your new start-up business. (7 Marks)
- III. Discuss the key challenges for young women entrepreneurs and the means to overcome such challenges. (8 Marks)

09. Planning enterprise management shall be the basis for developing and making effective management decisions.

- I. What are the factors influencing when starting an enterprise? (5 Marks)
- II. Explain how the strategic models and process-oriented methods are working in the enterprise. (7 Marks)
- III. Prepare an 'Enterprise Development Plan' for your startup business. (8 Marks)

\*\*\*\*\*Copyrights Reserved\*\*\*\*\*