

THE OPEN UNIVERSITY OF SRI LANKA

DEPARTMENT OF SOCIAL STUDIES

BA IN YOUTH AND COMMUNITY DEVELOPMENT - LEVEL 04

FINAL EXAMINATION – SEMESTER I - 2024/2025

DSU4561 – PROMOTING ENTERPRISE AND ECONOMIC DEVELOPMENT

DURATION: THREE (03) HOURS ONLY



Date: 29/03/2025

Time: 1.30 pm – 04.30 pm

Instructions:

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

1.

“Rising per capita income, the elimination of absolute poverty, greater employment opportunities and lessening inequalities constitute the necessary conditions for the development.”

- a) Discuss three principles for economic development (7 Marks)
- b) What are the three approaches needed for economic development? (7 Marks)
- c) Discuss core values as highlighted in the Human Development Report. (6 Marks)

2.

- a). How do small enterprises contribute to the economic development of a country? (10 Marks)
- b. What are the implications of the market paradigm for societal-level dominance? (10Marks)

3.

“An entrepreneurial personality positively predicts age-appropriate early entrepreneurial competencies in adolescence.”

- a) How do you enhance the acquisition of entrepreneurship skills among young people? (10 Marks)
- b) Discuss key constraints that hinder a suitable mindset for youth enterprise? (10 Marks)

4.
 - a. What are the 21st Century creative thinking skills? (6 Marks)
 - b. How do we know being creative comes into existence? (6 Marks)
 - c. Discuss Stanford's design thinking process (8 Marks)

5.
 1. What are the factors influencing when starting the enterprise? (3 Marks)
 2. Discuss the risks factors identified by young people when commencing their businesses? (5 Marks)
 3. Explain how strategic models and process-oriented methods work in an enterprise. (7 Marks)

6.
 1. What is the main goal of the business plan in entrepreneurship? (3 Marks)
 2. Discuss the significance of a business plan? (5 Marks)
 3. Write a business plan that describes your business ideas. (7 Marks)

7. Answer only 4 (four) of the following questions
 1. How do small businesses contribute to Economic Development?
 2. What are the 21st-century skills that enhance the youth?
 3. How do global markets present several opportunities for economic development in developing countries?
 4. Explain the term "Unleashing Entrepreneurship" with an example.
 5. What are the key factors affecting the Microfinance sector?
 6. Write the core components of the entrepreneur policy framework?
 7. Explain Digitalization and Digital Marketing.

(5 marks x 4=20)

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