

THE OPEN UNIVERSITY OF SRI LANKA
CERTIFICATE IN ENTREPRENEURSHIP AND
SMALL BUSINESS MANAGEMENT PROGRAMME
FINAL EXAMINATION – 2007/2008
MCC 1202 – MANAGING A SMALL BUSINESS
DURATION : TWO (02) HOURS



Date : 13th January 2008

Time: 01.30 p.m. – 3.30 p.m.

ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.

01. a) What is a small business?
What contributions to they make to our economy? (10 marks)
- b) Describe the reasons for the high failure rate of small businesses in Sri Lanka. (15 marks)
02. Critically analyze the role of universities and other higher educational institutes in developing entrepreneurs. (25 marks)
03. Assume that you are going to start a small business venture. Elaborate the factors you would consider with examples. (25 marks)
04. a) Explain the skills needed to perform well in doing small business. (10 marks)
- b) Explain any five (5) problems faced by a small business. (15 marks)
05. Write short notes on following topics clearly defining the concepts and meanings.
- a) Business plan.
- b) Feasibility study
- c) Environmental analysis
- d) Management functions
- e) Industrial Development Board (IDB) and Export Development Board. (EDB). (25 marks)