

THE OPEN UNIVERSITY OF SRI LANKA  
CERTIFICATE IN ENTREPRENEURSHIP AND  
SMALL BUSINESS MANAGEMENT PROGRAMME  
FINAL EXAMINATION – 2007/2008  
MCC 1201 – ENTREPRENEURSHIP  
DURATION : TWO (02) HOURS



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Date : 13<sup>th</sup> January 2008

Time: 10.00 a.m. – 12.00 noon

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Answer any four(04) questions only. All questions carry equal marks.

01. A friend of yours who knows that you followed the Entrepreneurship and Small Business Management Programme wishes to set up a business in a town about 20 km away from Colombo city. As stated by him one of sales outlets for selling pesticides, fast foods, coconut related products (coconut, treacle, vinegar etc.) and agency post office are possible in the selected town. If your friend requests you to help in selecting one of the above four business opportunities, explain how you would do it.
02. Optimistic attitudes and perseverance are features of successful entrepreneurs. Discuss 4 other features visible in entrepreneurs with specific examples.
03.
  - i. “Successful entrepreneur should have a vision”. Briefly explain what you understand by the term vision. Name an organization and state its vision.
  - ii. “When there is a vision it is easier to reach the mission”. Evaluate this statement.
04. “Taking any risk and taking an effort to reach objectives are characteristics of entrepreneurs”. What is your opinion on the above statement? Give specific examples.
05. Provide short notes on the following.
  - i. Setting up of objectives in business organizations.
  - ii. Achievement competencies.
  - iii. S W O T analysis.

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