

ශ්‍රී ලංකා විවෘත විශ්වවිද්‍යාලය

ව්‍යවසායකත්වය සහ කුඩා ව්‍යාපාර කළමනාකරණ සහතික පත්‍ර වැඩ සටහන

අවසාන පරීක්ෂණය - 2011

MCC1202 – කුඩා ව්‍යාපාර කළමනාකරණය

කාලය - පැය දෙකයි. (02)

දිනය : 2011 ඔක්තෝබර් 29

වේලාව : ප.ව.01.30 - ප.ව.03.30

ප්‍රශ්න පහකට (05) පමණක් පිළිතුරු සපයන්න.

සෑම ප්‍රශ්නයකටම සමාන ලකුණු ලැබේ.

01. කුඩා ව්‍යාපාරයක් යන්න කුමක්දැයි නිර්වචනය කරන්න. කුඩා ව්‍යාපාරයක ලක්ෂණ මොනවාද? සුදුසු උදාහරණ සහිතව පැහැදිලි කරන්න.
02. ව්‍යාපාර සැලැස්මක් යනුවෙන් අදහස් වන්නේ කුමක්දැයි සඳහන් කරන්න. ව්‍යාපාර සැලැස්මක අඩංගු විවිධ කොටස් /අන්තර්ගතයන් විස්තර කරන්න.
03. කුඩා ව්‍යාපාරනිමියකුට හොඳ ව්‍යාපාර සැලැස්මක් තිබීමේ වැදගත්කම පැහැදිලි කරන්න.
04. ශ්‍රී ලංකාවේ කුඩා ව්‍යාපාරනිමියන් මුහුණදෙන විවිධ ගැටළු මොනවාදැයි විස්තර කරන්න.
05. කුඩා ව්‍යාපාරයක සේවය කරන සහාය සේවකයින් අභිප්‍රේරණය කිරීම සඳහා යොදාගත හැකි විවිධ අභිප්‍රේරණ ක්‍රම මොනවාදැයි පැහැදිලි කරන්න.
06. වෙළඳපළට අළුතින් ඇතුළුවීමට ඩලාපොරොත්තු වන කුඩා ව්‍යාපාරනිමියකුට “පාරිසරික විශ්ලේෂණය” වැදගත් වන්නේ කෙසේදැයි පැහැදිලි කරන්න.



**THE OPEN UNIVERSITY OF SRI LANKA**  
**CERTIFICATE IN ENTREPRENEURSHIP & SMALL BUSINESS**  
**MANAGEMENT PROGRAMME**  
**FINAL EXAMINATION – 2011**  
**MCC1202 – MANAGING A SMALL BUSINESS**  
**DURATION : TWO (02) HOURS**

---

**Date : 29<sup>th</sup> October 2011**

**Time : 1.30 p.m. – 3.30 p.m.**

---

Answer five questions only. Each question carries equal marks.

01. Define what a small business is. What are the key characteristics of a small business? Explain using suitable examples.
02. What is meant by a business plan? Describe the different components in a business plan.
03. Explain the importance of having a proper business plan to a small businessman.
04. Describe the different issues faced by owners of small business in Sri Lanka.
05. Explain the different methods that can be applied to motivate the helping staff in a small business.
06. Explain the significance of “environmental analysis” to a new small businessman who wishes to enter the market.



**THE OPEN UNIVERSITY OF SRI LANKA**  
**CERTIFICATE IN ENTREPRENEURSHIP & SMALL BUSINESS**  
**MANAGEMENT PROGRAMME**  
**FINAL EXAMINATION – 2011**  
**MCC1202 – MANAGING A SMALL BUSINESS**  
**DURATION : TWO (02) HOURS**

---

**Date : 29<sup>th</sup> October 2011**

**Time : 1.30 p.m. – 3.30 p.m.**

---

Answer five questions only. Each question carries equal marks.

01. Define what a small business is. What are the key characteristics of a small business? Explain using suitable examples.
02. What is meant by a business plan? Describe the different components in a business plan.
03. Explain the importance of having a proper business plan to a small businessman.
04. Describe the different issues faced by owners of small business in Sri Lanka.
05. Explain the different methods that can be applied to motivate the helping staff in a small business.
06. Explain the significance of “environmental analysis’ to a new small businessman who wishes to enter the market.

இலங்கை திறந்த பல்கலைக்கழகம்  
 தொழிலுரிமைத்துவமும் சிறிய வியாபார முகாமைத்துவமும்  
 நிகழ்ச்சித்திட்டம்  
 மட்டம் 02 - இறுதிப் பரீட்சை - 2011  
 ஒரு சிறிய வாணிகத்தை முகாமை செய்தல் - MCC 1202  
 காலம்: இரண்டு (2) மணித்தியாலங்கள்



திகதி: 29.10.2011

நேரம்: 01.30 பி.ப. - 03.30 பி.ப.

ஐந்து வினாக்களுக்கு மட்டும் விடை எழுதுக.  
 ஒவ்வொரு வினாவும் சம புள்ளிகளைக் கொண்டுள்ளது.

01. சிறு வணிகம் யாதென்பதனை வரையறுக்குக? ஒரு சிறிய வணிகத்தின் முக்கிய பண்புகள் யாவை? தகுந்த உதாரணங்களைப் பயன்படுத்தி விளக்குக.
02. வணிகத் திட்டமொன்றினை யாதெனக் கருதுகின்றீர்? ஒரு வணிகத் திட்டத்திலுள்ள வெவ்வேறு வகையான கூறுகளை விபரிக்குக.
03. ஒரு சிறிய வியாபாரி, தகுந்ததொரு வணிகத் திட்டத்தினைக் கொண்டிருப்பதன் முக்கியத்துவத்தினை விளக்குக.
04. இலங்கையில் சிறிய வணிக உரிமையாளர்களால் முகம் கொடுக்கப்படும் பலவகையான பிரச்சினைகளை விபரிக்குக.
05. சிறிய வணிகமொன்றில், உதவி புரியும் ஊழியர் குழாமினை ஊக்குவிக்கப் பிரயோகிக்கப்படும் பல்வேறு முறைகளை விளக்குக.
06. சந்தையினுள் பிரவேசிக்க விரும்பும் ஒரு புதிய சிறிய வியாபாரிக்கு "சூழல் பகுப்பாய்வின்" முக்கியத்துவம் பற்றி விளக்குக.

(பதிப்புரிமையுடையது)