

THE OPEN UNIVERSITY OF SRI LANKA
 CERTIFICATE IN ENTREPRENEURSHIP AND SMALL BUSINESS
 MANAGEMENT PROGRAMME – (LEVEL 2)
 FINAL EXAMINATION – 2018
 MCC1202 – MANAGING A SMALL BUSINESS



DURATION – TWO (02) HOURS

DATE : 20.10.2018

TIME : 01.30 p.m to 03.30 p.m.

INSTRUCTIONS:

- Answer any **FOUR (04)** questions
- All questions carry equal marks
- Answer should be methodical and focused.

1. (i) What do you mean by “small business”? Discuss the key characteristics of a small business? (10 Marks)
- (ii) Explain the role of the manager in a small business. Use suitable example to elaborate your answer. (15 Marks)
2. “Planning is considered as an important function that determines success of a Small Business Organization.” Explain the significance of planning and importance for “other functions of management process” in small business (25 Marks)
3. (i) Define the term leadership and explain how “leadership” is important to manage a small business firm successfully. (10 Marks)
- (ii) Define the term “staffing” and explain the process of staffing with suitable examples. (15 Marks)
4. (i) Explain how preparation of a business plan is important to a small businessman. (10 Marks)
- (ii) Explain the role of an “Enterprise Sri Lanka” government programme in developing the small business sector. (15 Marks)

5. Write short notes on the following.

(i) Business Associations.

(ii) Employee Motivation.

(iii) Control for Small Business.

(iv) Importance of having a vision for a Small Business.

(v) An Effective Communication System for Small Business.

(5 x 5 = 25 Marks)

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