THE OPEN UNIVERSITY OF SRI LANKA
CERTIFICATE IN ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT PROGRAMME – (LEVEL 2)
FINAL EXAMINATION – 2018
MCC1201 - ENTREPRENEURSHIP

DURATION – TWO (02) HOURS

DATE : 20.10.2018	**TIME : 10.00 am to 12.00 Noon**

INSTRUCTIONS:

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

1. (a) Explain the concept of entrepreneurship in your own words. (05 Marks)

   (b) Discuss about the background factors that enabled to become an entrepreneur using selected example of an entrepreneur in your area. (10 Marks)

   (c) State the business that you selected as an entrepreneur. Describe the vision, mission and objectives of the business selected by you. (10 Marks)

2. "Facing any risk and taking an effort to reach the objective are the characteristics of entrepreneurs". What is your opinion on the above statement? Give specific examples. (25 Marks)

3. "Small Business plays a very important role in local and national economy in Sri Lanka".
   (a) What are the common characteristics of a small businesses? (05 Marks)
   (b) What are the advantage of being in "Small Business" in your view? (10 Marks)
   (c) How Small Business is important in present context of Sri Lanka? (10 Marks)

4. A friend of yours who studied at G.C.E. O/L says that it is not a "big thing" to commence and run a business if you are real to do. What is your response to your friend's statement as a student, studied Entrepreneurship and Small Business Programme oat the OUSL? Elaborate your answer with your experience. (25 Marks)

5. Provide short notes on following

(a) Business Ethics

(b) Entrepreneurship Culture

(c) SWOT Analysis

(d) Business registration is important for Small Businesses

(e) Personal Entrepreneurial Characteristics (PEC) (5x 5 = 25 Marks)

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