

UNIVERSITY OF COLOMBO
DEPARTMENT OF ECONOMICS
FACULTY OF ARTS
Bachelor of Arts (Economics) 4th Year Examination 2018

ECN 4289-MANAGERIAL AND ENTREPRENEURIAL ECONOMICS

Time Allowed: **Two Hours** Answer four (4) questions only
All questions carry equal marks

1. "According to the Global Competitiveness Reports and the Doing Business Reports, the current existing business environment in Sri Lanka is not suitable for investors". Do you agree with the above statement? Present sufficient evidence for your answer. (25 marks)
2. "Entrepreneurs and managers have common characteristics".
 - a). Critically examine the statement, Using real world examples. (20 marks)
 - b). Can anyone be an entrepreneur? Explain your answer. (5 marks)
3. (a) Identify current key economic and social issues in Sri Lanka. (10 marks)
(b) Develop an entrepreneurial proposal from one of the issues you have identified in 3(a) above. (15 marks)
4. (a) What are the key components of a strategic business plan? (10 marks)
(b) Identify any business firm in Sri Lanka and draft a brief strategic plan. (15 marks)
5. Many academics argue that personal attributes such as society and culture provide the basis for entrepreneurial opportunity and subsequent success. Analyze entrepreneurship in relation to Psychological, Sociological and Economics Theories. (25 marks)
6. Imagine that you were assigned to develop entrepreneurship programme for the Arts Undergraduates. Design a suitable programme and guideline for such a programme. Clearly indicate your proposed activities. (25 marks)
7. Write short-notes on any five (5) concepts given below: (25 marks)
 - (a) PESTLE analysis
 - (b) Entrepreneurial network
 - (c) SWOT analysis
 - (d) Classical thought on Entrepreneurship
 - (e) Innovation and entrepreneurship skills
 - (f) SME led development
 - (g) Microfinance
 - (g) Legal issues in starting a business in Sri Lanka

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