

**UNIVERSITY OF COLOMBO**  
**DEPARTMENT OF ECONOMICS**  
**FACULTY OF ARTS**

**Bachelor of Arts (Economics) 4<sup>th</sup> Year Examination 2022-SEM I**  
**ECN 4179- ENTREPRENEURIAL ECONOMICS**

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

No of pages: 1

Total no of questions: 8

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1. (a). In what ways did the COVID-19 pandemic affect SMEs in Sri Lanka? (08 marks)  
(b) What are the challenges faced by SMEs due to COVID-19 lockdown? (08 marks)  
(c). Propose a set of suitable policy recommendations to address the challenges that you already identified in 1 (b). (09 marks)
  2. (a) Identify the relevant stakeholders for SME sector development in Sri Lanka. (07 marks)  
(b) Why is stakeholder analysis important for an entrepreneurship development project? (08 marks)  
(c). Identify gaps and constraints for female entrepreneurship development in Sri Lanka. (10 marks)
  3. (a) According to Global Competitive Index and Doing Business Report, Sri Lanka's business environment is not very conducive to promoting businesses. Do you agree with the above statement? Explain your answer with sufficient evidence. (20 marks)  
(b) Propose suitable recommendations to improve enabling business environment in Sri Lanka. (05 marks)
  4. (a) Entrepreneurial network is a key domain in the entrepreneurship ecosystem in a country. Explain the above statement in the context of Sri Lanka. (10 marks)  
(b) State the names of two successful entrepreneurs of your choice and discuss how they use their networks in different stages of their businesses. (15 marks)
  5. Prepare a business proposal that is suitable for an elderly person to start a business in Sri Lanka. (25 marks)
  6. (a) Setting price is a critical step in a business. Discuss different types of pricing strategies. (18 marks)  
(b) If you started a new business in the IT sector (computer repairing), how would you set pricing? (07 marks)
  7. Suppose that you want to identify potential entrepreneurs among university undergraduates, prepare a concept note to submit to the university authority. (25 marks)
  8. Write short notes on any five (5) concepts given below:
    - (a) Sources of Finance for SMEs
    - (b) Industrial cluster and SME development.
    - (c) SWOT analysis
    - (d) Problem tree analysis
    - (d) Classical thought on Entrepreneurship
    - (e) Break-even analysis
    - (g) Official procedures to start a business in Sri Lanka

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