

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VI) Examination –

January 2018

INB 2214 – Internationalization of Entrepreneurship

Two (02) Hours

Answer all questions

1. i. Briefly describe five (05) foreign market entry modes.

(15 Marks)

- ii. Briefly describe the impacts of political and legal systems on global entrepreneurs.

(10 Marks)

(Total marks 25)

2. i. Mr. Jayasuriya is the Operations Manager of Gateway PLC. The top management of Gateway PLC has decided to send Mr. Jayasuriya to its subsidiary in USA as the General Manager of that company. He will leave for his new assignment in another 06 months' time. You are required to develop a detailed pre-departure training program for Mr. Jayasuriya.

(15 Marks)

- ii. Innovation is a special tool used by entrepreneurs in value creation. Briefly describe the advantages that are intended to achieve through innovations.

(10 Marks)

(Total marks 25)

3. i. Ms. Alwis is a traditional food manufacturer and marketer in Sri Lanka. Considering her success in the local context, she intends to export her traditional food items into the Australian market targeting the huge Sri Lankan diaspora in that country. You are required to develop global marketing mix for her company. Justify your answers.

(15 Marks)

- ii. State advantages and disadvantages of entering into a global market from financial perspective.

(10 Marks)

(Total marks 25)

4. i. Sri Lanka was expected to achieve a rapid economic growth with the end of 30 years of civil war. But as of 2017, the achievement is a complete opposite of the expectation. Economists believe the lack of entrepreneurship as a major reason for this situation. Critically explain this argument referring to the importance of entrepreneurship to a developing country like Sri Lanka.

(15 Marks)

- ii. Mr. Ginige is producing medical tissue papers which can be used to address cold, sneeze and respiratory problems of the people. He intends to market his product in the South Asian region. You are required to develop at least five (05) indicators to assess the overall market, market growth and the product. Justify your answers.

(10 Marks)

(Total marks 25)
