

නව නිර්දේශය/புதிய பாடத்திட்டம் / New Syllabus

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අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2017 දෙසැම්බර්
கல்விப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2017 டிசெம்பர்
General Certificate of Education (Ord. Level) Examination, December 2017

ව්‍යවසායකත්ව අධ්‍යයනය	I, II	පැය තුනයි மூன்று மணித்தியாலம் Three hours
முயற்சியாண்மைக் கற்கை	I, II	
Entrepreneurship Studies	I, II	

Entrepreneurship Studies I**Note :**

- Answer all questions.
- In each of the questions 1 to 40, pick one of the alternatives (1), (2), (3), (4) which is correct or most appropriate.
- Mark a cross (X) on the number corresponding to your choice in the answer sheet provided.
- Further instructions are given on the back of the answer sheet. Follow them carefully.

- An entrepreneur performs with self control. This is known as
(1) vision. (2) flexibility. (3) uncertainty. (4) independency.
- A common characteristic of any organization is
(1) having an objective. (2) earning profit.
(3) having managers. (4) having a physical location.
- Kamal purchases goods from an importer and sells to customers with a profit. Suranga also sells his own products to customers with a profit. Which of the following is the most correct statement relating to the above case?
(1) Kamal is an entrepreneur while Suranga is not an entrepreneur.
(2) Suranga is an entrepreneur while Kamal is a businessman.
(3) Both are entrepreneurs.
(4) Both are social entrepreneurs.
- Several statements related to entrepreneurship are given below.
A – Starting a business is an easier task for anybody.
B – Entrepreneurs are born and cannot be made.
C – Age is not a limiting factor for entrepreneurship.
Which of the above statements are most correct relating to entrepreneurship?
(1) A and B only (2) A and C only (3) B and C only (4) All A, B and C
- Competition in the business world is always changing. This can be identified as
(1) uncertainty. (2) certainty. (3) challenge. (4) business environment.
- The skill of exchanging ideas in a positive way with the internal and external groups of an organization can be identified as
(1) technical skill. (2) human skill. (3) conceptual skill. (4) analytical skill.
- Selecting his/her own product by the consumer is one of the most popular selling methods at present. This method can be identified as
(1) an invention. (2) an extension. (3) an imitation. (4) a combination.
- Several characteristics of an entrepreneur are given below.
A – Self-confidence and Commitment
B – Creativity and Innovation
C – Use of all business opportunities
D – Investing his/her own capital as well as debt capital to the business
Which of the above are **not** characteristics related to the success of an entrepreneur?
(1) A and C (2) A and D (3) B and C (4) C and D

9. A step that can be taken to improve creativity is
 (1) tolerating failures.
 (2) ignoring problems.
 (3) working according to regulations and tradition.
 (4) rejecting diversity.
10. What is the group that includes entrepreneurial characteristics?
 (1) Optimism, Leadership, Perseverance
 (2) Risk bearing, Marketing, Creativity
 (3) Vision, Flexibility, Motivation
 (4) Communication, Marketing, Optimism
11. Result of creativity is
 (1) maximization of profit. (2) protection of market.
 (3) innovation. (4) minimization of business risk.
12. Piyal conducts a housing construction business. Through this business, he fulfils a
 (1) need. (2) want. (3) demand. (4) social responsibility.
13. Fact that **cannot** be considered as a similarity between an entrepreneur and a businessman is
 (1) engaging in an economic activity. (2) carrying out transactions.
 (3) setting long term targets. (4) concern towards survival.
14. Introducing an electric motor vehicle to the market can be considered as offering
 (1) an existing product to an existing market. (2) an existing product to a new market.
 (3) a new product to an existing market. (4) a new product to a new market.
15. Introducing a new loan scheme for entrepreneurs can be identified as
 (1) a limiting factor. (2) a challenge. (3) an opportunity. (4) a competitive advantage.
16. The most important skill required to prepare plans that affect the entire business is
 (1) conceptual skill. (2) human skill. (3) technical skill. (4) consultation skill.
17. Patent right is a
 (1) certificate given for inventions.
 (2) certificate issued by certifying the business registration.
 (3) license given to start business operations.
 (4) certificate issued by certifying the legal identity of the business.
18. A characteristic of an effective business idea is
 (1) minimizing working capital difficulties.
 (2) fulfilling changing needs and wants.
 (3) attracting investors to the business.
 (4) running managerial activities of the business smoothly.
19. An economic responsibility of a business organization is
 (1) effective utilization of resources. (2) protection of consumer rules and regulations.
 (3) maximization of social wealth. (4) facing competition.
20. A benefit of environmental analysis to an entrepreneur is the ability to
 (1) attract new customers to the business.
 (2) carry out managerial activities of the business properly.
 (3) attract talented employees to the organization.
 (4) decide plans and strategies to the business.
21. An entrepreneur should always act to
 (1) achieve business objectives only. (2) achieve social objectives only.
 (3) maximize competitive advantages. (4) achieve both the business and social objectives.

22. A characteristic that can be seen in the present business environment is
 (1) strong stability of environmental factors.
 (2) severe competition.
 (3) individuals attempting to fulfil their needs and wants at a minimum level.
 (4) limited availability of goods and services to fulfil human wants.
23. The decision of what, how and how much of a product or a service is produced is taken by
 (1) entrepreneurs. (2) policy makers. (3) producers. (4) central government.
24. Entrepreneurs create and fulfil human
 (1) needs. (2) wants. (3) objectives. (4) expectations.
25. A benefit that can be obtained by creating an entrepreneurial culture is
 (1) reduction of inflation. (2) minimization of social costs.
 (3) utilization of unused resources. (4) growth of exports.
26. Due to the reluctance of doing business by going beyond the tradition,
 (1) innovations are limited. (2) survival of business is ensured.
 (3) profit is not influenced. (4) quality of the products is ensured.
27. The certificate of registration of business name of a partnership is issued by
 (1) Divisional secretary. (2) Provincial secretary.
 (3) Grama niladari. (4) Company registrar.
28. The document which includes the goals, obligations and rights of share holders of a company is
 (1) articles of association. (2) certificate of trade.
 (3) certificate of incorporation. (4) certificate of business registration.
29. The basic objective of preparing a production plan by an entrepreneur is
 (1) calculating the cost of sales. (2) calculating the price of the product.
 (3) deciding the profit margin of the production. (4) calculating the unit cost.
30. Depreciation of office equipments is an expenditure related to
 (1) production cost. (2) marketing cost. (3) financial cost. (4) administration cost.
31. Rent of the building which is used for production process can be considered as an item of
 (1) production plan. (2) marketing plan. (3) financial plan. (4) management plan.
32. Which of the following should be considered, when deciding marketing strategies?
 (1) Market analysis. (2) Competitor analysis.
 (3) Price analysis. (4) Production analysis.
33. A business should provide maximum benefits to the owner's investment. This is
 (1) a responsibility of managers.
 (2) a current idea of social responsibility.
 (3) a traditional idea of social responsibility.
 (4) a responsibility relating to business ethics.
34. Aravinda is the owner and the chief executive officer of a business. He prepared the corporate plan which affects his business. This task belongs to the role of
 (1) a leader. (2) a manager.
 (3) an owner. (4) a chief executive officer.
35. Nimal produces durable jewellerys of traditional design.
 Relating to Nimal's business, the above statement sequentially shows,
 (1) a weakness and a strength
 (2) a strength and a weakness
 (3) an opportunity and a strength
 (4) a challenge and a weakness

- Read the following case and answer the questions 36 to 40.



Ranga is a young entrepreneur who believes that he can achieve any objective successfully. He accepts any problem he faces as a challenge. However, Ranga is strongly attached to different social beliefs and attitudes. He always studies market changes and changes in the demographic environment and prepares his business plans.

36. The strong attachment to social beliefs and attitudes reveals that Ranga is
(1) an intrapreneur. (2) not a creative entrepreneur.
(3) a social entrepreneur. (4) a market oriented entrepreneur.
37. A factor which can be identified by studying the demographic environment is
(1) consumer attitudes. (2) income changes.
(3) technological changes. (4) consumer age.
38. A factor which **cannot** be identified through market analysis is
(1) consumer attitudes. (2) consumer age.
(3) unit cost of a product. (4) target consumers.
39. Plans are always
(1) related to the future. (2) explain the current situation.
(3) analyse the past. (4) explain the competitiveness.
40. Market analysis helps to identify business
(1) strengths. (2) weaknesses. (3) opportunities. (4) capital requirements.

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නව නිර්දේශය/புதிய பாடத்திட்டம் / New Syllabus

Department of Examinations, Sri Lanka
 இலங்கைப் பரீட்சைத் திணைக்களம்
 இலங்கைப் பரීட்சைத் திணைக்களம்

අධ්‍යයන පොදු සහතික පත්‍ර (සාමාන්‍ය පෙළ) විභාගය, 2017 දෙසැම්බර්
 கல்விய்ப் பொதுத் தராதரப் பத்திர (சாதாரண தர)ப் பரீட்சை, 2017 டிசெம்பர்
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ව්‍යවසායකත්ව අධ්‍යයනය I, II
 முயற்சிபாண்மைக் கற்கை I, II
 Entrepreneurship Studies I, II

Entrepreneurship Studies II

* Answer five questions including question No. 1.

1. Read the following case carefully and answer the questions (i) to (x).

Mrs. Rosy is an intelligent, creative and very active woman. She is a university graduate as well as a good housewife. She was interested in creating artificial jewellery since her school time and made it her hobby. She created new designs based on the experience she had gained by attending exhibitions. Mrs. Rosy participated in a handy-craft exhibition in 2017 and exhibited all the artificial jewellery she had created so far. There, her creations were appreciated by both local and international customers and she also received several orders.

She thought of converting her hobby and interest to a business idea and took the permission for this from her husband by telling that the education of her children will not be disturbed. She decided to start and register a private limited company with her husband and a friend with the aim of stabilizing the business. Her target was to win both the local and the international market.

- State the source of business idea of the business which Mrs. Rosy expects to start.
 - Give **two** advantages and **two** barriers for women entrepreneurship separately in relation to the above case.
 - State **four** advantages of the type of business organization which Mrs. Rosy expects to start.
 - Give **four** methods that can be used by Mrs. Rosy to promote her artificial jewellery.
 - Mention separately **two** institutions that can provide financial incentives and non-financial incentives for Mrs. Rosy's business.
- Some of the information of the business proposed in the above case pertaining to the coming year are given below.

	Rs.
Machine and equipments	100 000
Share capital	1 500 000
Sales vehicle	1 000 000
Business registration expenses	40 000
Business plan preparation expenses	20 000
Office equipments	300 000
Purchase of raw-materials	400 000
Electricity	25 000
Employee salaries	100 000
Maintenance cost	40 000
Bank loan	800 000

Using the above information;

- Calculate the total cash inflows of Rosy's business.
- Calculate the total cash outflows of Rosy's business.
- State **three** items that are used to calculate the production cost.
- State **two** pre-start up expenses related to the business.
- Calculate the estimated cash balance as at the end of the year.

(02 × 10 = 20 marks)

[see page six

2. (i) Present generation is highly concerned about their health. Give **three** business opportunities that can be identified by an entrepreneur in this regard.
(ii) State **four** types of managers that can be seen in a business organization.
(iii) State **four** benefits of a financial plan to an entrepreneur.
(iv) State **four** reasons for the failure of small scale businesses.
(v) Mention **four** documents that should be produced to a bank, when obtaining a bank loan for a business. (02 × 05 = 10 marks)
3. (i) State **four** methods that can be used by an entrepreneur to analyse the market.
(ii) State the **four** key variables that should be considered when deciding marketing strategies.
(iii) Give **two** examples separately for businesses which are oriented for profit and for businesses which are not oriented for profit that can be seen in Sri Lanka.
(iv) Piyal files a case against Suranimala since Suranimala didn't pay the loan he obtained from Piyal for his business. Explain the above situation related to sole proprietorship businesses.
(v) What are the **four** documents that should be produced by an entrepreneur to register a private limited company. (02 × 05 = 10 marks)
4. (i) Name the **three** types of entrepreneurs and write an example for each type.
(ii) State **four** contributions made by an entrepreneur to the national economy.
(iii) Give **two** factors that limit the creativity of entrepreneurs.
(iv) State separately **two** teamwork skills and **two** conceptual skills that should be possessed by an entrepreneur.
(v) State **two** goods or services created and introduced by entrepreneurs recently to fulfil human wants. (02 × 05 = 10 marks)
5. (i) State **four** benefits that can be obtained by an entrepreneur through studying business environment.
(ii) State the **three** main parties which influence in deciding the ethics of a business.
(iii) State the **three** main business sectors in Sri Lanka and write an example for each of them.
(iv) Give **four** businesses that can be started using non-human resources.
(v) Mention **two** weaknesses that can be identified by an entrepreneur through analysing internal business environment and give **two** ways of overcoming them. (02 × 05 = 10 marks)
6. (i) State **four** sources of business idea generation.
(ii) Name the levels of social responsibility of a business.
(iii) State **two** benefits of a business plan to each of the following parties.
(a) Entrepreneurs (b) Financial institutions
(iv) Nimal has received an order for 200 shirts. State **four** administrative expenses that have to be born by Nimal in this regard.
(v) State **four** factors that should be considered by an entrepreneur when preparing a production plan. (02 × 05 = 10 marks)
7. Rusiru who decided to start a business which produces ice cream in his area, collected information to prepare his business plan. Current monthly demand for the ice cream in the market is given below.

Type of ice cream	Monthly demand (Units)	Unit Price (Rs.)
Vanila	15 000	80
Chocolate	14 000	90
Fruit	10 000	60

Rusiru has decided to acquire 10% of the current demand.

Monthly sales expenses relating to the business are given below.

	Rs.
Salary for sales person	12 000
Advertising expenses	5 000
Insurance of sales vehicle	5 000
Fuel and service cost	8 000

Rusiru expects to buy a van for Rs. 700 000 for the business and its depreciation ratio is 10% per annum.

Calculate the following, using the above information.

- (i) Total annual demand for the products (units) (03 marks)
(ii) Annual sales forecast of the business (Rs.) (03 marks)
(iii) Total annual selling cost of the business (04 marks)

(Total 10 marks)