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SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

Higher National Diploma in Business Administration

Second Year, Second Semester Examination – 2016 (New)

BA 2253 Business Strategy and Entrepreneurship

Instructions for candidates:

Answer **five** questions **only**.

Each question carries **equal** marks.

No. of questions : 06

No. of pages : 02

Time : **Three (03) hours**

Question 01

“Most of the Small Businesses fail due to not having proper long term strategic plans”

- (i) Define the term ‘Strategy’. (04 Marks)
- (ii) Briefly explain the three levels of strategies. (06 Marks)
- (iii) Explain the strategic management process. (10 Marks)

[Total 20 marks]

Question 02

- (i) What is ‘creativity and innovation’? (04 Marks)
- (ii) Briefly describe the challenges faced by entrepreneurs. (06 Marks)
- (iii) Discuss the importance of government support to SMEs in Sri Lanka. (10 Marks)

[Total 20 marks]

Question 03

- (i) What is ‘Bench marking’? (03 Marks)
- (ii) Briefly discuss the Porter’s five forces model. (07 Marks)
- (iii) Briefly explain the key characteristics of mission statement. (10 Marks)

[Total 20 marks]

Question 04

“Successful formulation of strategy pre-requires SWOT analysis”

- (i) What is ‘SWOT’ analysis? (04 marks)
- (ii) Briefly describe the ‘SFAX matrix’ (06 marks)
- (iii) Explain how entrepreneurs can use Value Chain analysis to give more values to their customers. (10 marks)

[Total 20 marks]

Question 05

- (i) What is a ‘business plan’? (04 marks)
- (ii) Briefly explain “Critical Success Factors” (06 marks)
- (iii) Discuss the common strategic implementation problems. (10 marks)

[Total 20 marks]

Question 06

Write short notes on the followings

- (i) Balanced Score card
- (ii) Competitive advantages
- (iii) BCG matrix
- (iv) Re-engineering
- (v) E- commerce

[4x5= 20 marks]