

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
Final Year First Semester Examination in Business Administration/ Commerce
(Specialization in Human Resource Management)
(Specialization in Marketing Management)
(Specialization in Enterprise Development) -
2007/2008 (October 2008) (Proper/Repeat)



DED 4223 – Business Counselling

Answer all questions.

Time: 03 Hours

01. “Micro level and small scale businesses in Sri Lanka are easy to start and easy to close. Identify the reasons for the closure of small business at the early stages of development.”
- (i) Discuss the role of entrepreneurs in ascertaining the continuity of their businesses. **(10 marks)**
 - (ii) What advice would you offer a fellow undergraduate students about to start a business? **(05 marks)**
- (Total 15 marks)**
02. Who is an entrepreneur? What is entrepreneurship? What is an entrepreneurial career path? These frequently asked questions reflect the increased national and international interest in entrepreneurs. Business experts have identified different stages of development of an entrepreneur.
- (i) Explore the stages of development of an entrepreneur. **(06 marks)**
 - (ii) Identify the sets of needs during each stages of development. **(10 marks)**
 - (iii) Explain how business counselling could be used to solve these problems **(04 marks)**
- (Total 20 marks)**
03. “Business counselling differs from business consultancy. It is very important for business counsellors to understand these differences and the process to be an effective and efficient Business Counsellor.”
- (i) What are the differences between Business Counselling and Business Consultancy? **(02 marks)**
 - (ii) Describe the counselling process. **(08 marks)**
 - (iii) Explain how a business counsellor will act at the different steps of the counselling process **(05 marks)**
- (Total 15 marks)**

04. **“If you were to observe the behaviour of a group of business counsellors over an extended period of time as they interacted with their clients, you could begin to pick out two distinct kinds of behaviours – focussing on task and focussing on client. Different counsellors adapt a combination of the above two approaches in different proportions at situations.”**q

- (i) What are the two approaches of behaviour called in Business counselling? (02 marks)
- (ii) Using a grid, name and describe the four different patterns of behaviour exhibited by business counsellors. (13 marks)

(Total 15 marks)

05. **“Research and experience points to the conclusion that there is no one best approach and different styles are appropriate for different situations.”**

- (i) Name the two situational variables that are key to selecting the most appropriate style of counselling. (02 marks)
- (ii) What are the levels of client development relevant to any particular counselling assignments? (08 marks)
- (iii) With the help of a diagram, integrate the concepts of counselling style and client development to fit the most appropriate style with the level. (10 marks)

(Total 20 marks)

06. **The success of a counselling process depends on how the counsellors vary his/hers behaviour with the personality of the client. One of the adaptations that we have found most useful in the counsellor client relationship in the “Common Sense Approach” originated by SWISS psychiatrist Carl Jung. The Common sense approach identifies four basic personality types or operational patterns.**

- (i) Identify the four personality types of the common sense approach. (04 marks)
- (ii) Describe the nature and characteristics of each type. (05 marks)
- (iii) List out and describe the steps that guide a counsellor in expanding his power to influence the clients using the Common Sense Approach. (06 marks)

(Total 15 marks)