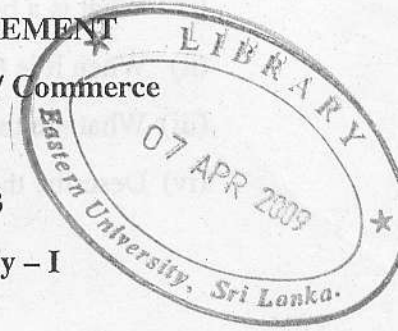


EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
Special Examination in Business Administration/ Commerce
2007/2008 (Dec & Jan 08/09)
Final Year 2002/2003 & 2002(A)/2003
OCC 2012 Self employment and Creativity – I



Answer all questions.

Time: 2 Hours

1. (i) What do you understand by self-employment?
Describe the relevance of self-employment to graduates?
- (ii) What are the factors of production, how are they rewarded for use in production process?
Describe the works 'Risk' and returns. Explain the relationship business risk and return with practical examples.
- (iii) What is creativity?
Describe the structure of brain in relation to creativity and innovation?
Explain how 'creativity' could be enhanced among human beings
- (iv) What is thinking?
Describe the basic units of thought.
What are the different forms of Thinking?

(20 Marks)

2. An entrepreneur should possess certain specific competencies to become a successful entrepreneur.
 - (i) What do you understand by the term competencies?
 - (ii) What are the personal entrepreneurial competencies of successful entrepreneurs?
 - (iii) Based on these identify the competencies at which you are strong and weak.
 - (iv) Describe how you would develop the weaker competency into a stronger one.

(20 Marks)

3. "Business Plan" is very important for an entrepreneur to commence and run a business.

- (i) What is a business plan?
- (ii) When it is to be prepared?
- (iii) What are the uses of a business plan?
- (iv) Describe the contents of a business plan?

(20 Marks)

4. One of the main obstacles for the expansion of self-employment is marketing. Every business will flourish and prosper if the marketing plan is formulated based on a 'market survey'.

- (i) Describe what is Marketing and its importance to a business.
- (ii) What is a market survey?
- (iii) What are the different situations that necessitate to a market survey?
- (iv) Explain how you would conduct a market survey for a product of your choice.

(20 Marks)

5. Customer perception on the product or service plays a major role in the buying process of a product or service. Advertisement is the key tool used by marketers in developing favourable perception towards their products or services.

- (i) Define perception.
- (ii) What factors contribute in perceiving a product?
- (iii) Identify a product or service and describe the tactics you would adopt in creating favourable perception towards the product or service.
- (iv) Discuss the role of perception in Thirumantiram by Sage Thirumoolar in his versions மரத்தில் மறைந்தது மாமத யானை (Marathil marainthathu mamathu yanai)
மரத்தை மறைத்தது மாமத யானை (Marathai maraithathu mamatha yanai)

(20 Marks)