සියලු ම හිමිතම් ඇවිරිනි / முழுப் பதிப்புரிமையுடையது /All Rights Reserved)

(නව නිර්දේශය/புதிய பாடத்திட்டம்/New Syllabus

මේන්තුව මූ ලංකා විස**ලි ලෙකො විනාග** ලදුණුර්තු**මේන්තුව**්තුව ලි නැස්සමුගේකන්තුවා මූ ලෙකා විනාග ලදුණුර්තුමේන්තුව්තුව ලි ங்கையமதுற்களைப் நடனத்த தனைக்களம் இண்டுகப் புரடதைத் தனைக்களம் ions. Sri Lanka De**இலங்கைப் படிப்சைத்** 5 **தினைக்களம்**ய of Ex වන්තුව යි ලංකා විහාන දෙපාර්කමේන්තුර් ලී ලංකා විහාන දෙපාර්කමේන්තුව යි ල ශාඅතභාගනිලේක්තතට **Department of Examinations, Sri-Lanka** ශාඅතභාග

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

වාහවසායකත්ව අධායයනය முயற்சியாண்மைக் கற்கை

I. II I. II

Entrepreneurship Studies

I, II

පැය තනයි முன்று மணித்தியாலம் Three hours

Entrepreneurship Studies I

Note:

- (i) Answer all questions.
- (ii) In each of the questions 1 to 40, pick one of the alternatives (1), (2), (3), (4) which is correct or
- (iii) Mark a cross (X) on the number corresponding to your choice in the answer sheet provided.
- (iv) Further instructions are given on the back of the answer sheet. Follow them carefully.
- 1. An entrepreneur performs with self control. This is known as (1) vision.
- (2) flexibility.
- (3) uncertainty.
- (4) independency.

- 2. A common characteristic of any organization is
 - (1) having an objective.
 - (3) having managers.

- (2) earning profit.
- (4) having a physical location.
- 3. Kamal purchases goods from an importer and sells to customers with a profit. Suranga also sells his own

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.
- 4. 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
- 5. Competition in the business world is always changing. This can be identified as
- (2) certainty.
- (3) challenge.
- (4) business environment.
- 6. The skill of exchanging ideas in a positive way with the internal and external groups of an organization can (1) technical skill.
- (2) human skill.
- (3) conceptual skill.
- (4) analytical skill.
- 7. Selecting his/her own product by the consumer is one of the most popular selling methods at present. This (1) an invention. (2) an extension.
 - (3) an imitation.
- (4) a combination.
- 8. 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?

- (2) A and D
- (3) B and C
- (4) C and D

OL/2017/63/E-I,II (NEW)		- 2 -		
	A step that can be taken to improve creativity (1) tolerating failures. (2) ignoring problems. (3) working according to regulations and tradition (4) rejecting diversity.			
10.	What is the group that includes entrepreneurial (1) Optimism, Leadership, Perseverance (2) Risk bearing, Marketing, Creativity (3) Vision, Flexibility, Motivation (4) Communication, Marketing, Optimism	characteristics?		
11.	Result of creativity is (1) maximization of profit. (3) innovation.	(2) protection of market.(4) minimization of business risk.		
12.	Piyal conducts a housing construction business. (1) need. (2) want.	Through this business, he fulfils a (3) demand. (4) social respons	ibility.	
13.	Fact that cannot be considered as a similarity (1) engaging in an economic activity. (3) setting long term targets.	between an entrepreneur and a businessman (2) carrying out transactions. (4) concern towards survival.	is	
14.	Introducing an electric motor vehicle to the material (1) an existing product to an existing market. (3) a new product to an existing market.	(2) an existing product to a new market. (4) a new product to a new market.		
15.	Introducing a new loan scheme for entreprener (1) a limiting factor. (2) a challenge.	urs can be identified as (3) an opportunity. (4) a competitive	advantage.	
16.	The most important skill required to prepare p (1) conceptual skill. (2) human skill.	plans that affect the entire business is (3) technical skill. (4) consultation	skill.	
17	 Patent right is a (1) certificate given for inventions. (2) certificate issued by certifying the business (3) license given to start business operations. (4) certificate issued by certifying the legal id 			
18	 A characteristic of an effective business idea (1) minimizing working capital difficulties. (2) fulfilling changing needs and wants. (3) attracting investors to the business. (4) running managerial activities of the business. 			
19	An economic responsibility of a business o(1) effective utilization of resources.(3) maximization of social wealth.	organization is (2) protection of consumer rules and reg (4) facing competition.	gulations.	
20	 A benefit of environmental analysis to an entitle (1) attract new customers to the business. (2) carry out managerial activities of the business. (3) attract talented employees to the organization (4) decide plans and strategies to the business. 	siness properly. ation.		
2	 An entrepreneur should always act to (1) achieve business objectives only. (3) maximize competitive advantages. 	(2) achieve social objectives only.(4) achieve both the business and social	l objectives.	

	-3.	020
	 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.	
i	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.	
3	11. 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	 3. 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 when the corporate plan wh	nich
35.	Nimal produces durable jewelleries 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.

* *

සියලු ම හිමිකම් ඇව්රිණි / (மුழுப் பதிப்புரிமையுடையது $|All\ Rights\ Reserved|$

(නව නිර්දේශය/புதிய பாடத்திட்டம்/New Syllabus

ම් ලංකා විභාග පොට්තුමේන්තුව ලි ලංකා වින**ලි ලෙකා [®]විභාග ලෙලාර්තුමේන්තුව**තුව ලි ලංකා විභාග දෙපර්තුමේන්තුව ශිලංකා විභාග පොට්තුමේන්තුව ලි ලංකා විභාග දෙපර්තුමේන්තුව ලි ලංකා විභාග දෙපර්තුම්න්තුව ලි ලේකා විභාග දෙපර්තුම් ලිකා විභාග දෙපර්තුම්න්තුව ලි ලේකා විභාග දෙපර්තුම්න්තුව ලි ලි ලෙස් ලියා විභාග දෙපර්තුම් ලියා

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

> වාවසායකත්ව අධායනය I, II முயற்சியாண்மைக் 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 jewelleries 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 jewelleries 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.

- (i) State the source of business idea of the business which Mrs. Rosy expects to start.
- (ii) Give **two** advantages and **two** barriers for women entrepreneurship separately in relation to the above case.
- (iii) State four advantages of the type of business organization which Mrs. Rosy expects to start.
- (iv) Give four methods that can be used by Mrs. Rosy to promote her artificial jewelleries.
- (v) 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;

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

 $(02 \times 10 = 20 \text{ marks})$

- 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. $(02 \times 05 = 10 \text{ marks})$
- 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. $(02 \times 05 = 10 \text{ marks})$
- 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.

 $(02 \times 05 = 10 \text{ marks})$

- 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. $(02 \times 05 = 10 \text{ marks})$
- 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.

 $(02 \times 05 = 10 \text{ marks})$

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
Fmit	10 000	60

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

Monthly sales expenses relating to the business are given below.

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)



පුශ්නපතු පොත් ගෙදරටම ගෙන්වා ගන්න ඔන්ලයින් ඕඩර් කරන්න

www.store.pastpapers.wiki

වෙත යන්න



ONLINE BOOK STORE

