



**University of Colombo, Sri Lanka**

*University of Colombo School of Computing*

**BACHELOR OF SCIENCE IN INFORMATION SYSTEMS**

**BACHELOR OF SCIENCE IN COMPUTER SCIENCE**

Second Year Examination - Semester II – UCSC AY20 [held in March/ April 2024]

200

**ENH 2201/EN 2102 — Enhancement III (Entrepreneurship)**

(Two (2) Hours)

**Answer ALL questions**

Number of Pages = 07

Number of Questions = 30

To be completed by the candidate

Index Number:

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**Important Instructions to candidates:**

- I. The medium of instruction and questions is in English.
- II. Note that questions appear on both sides of the paper. If a page or a part of this question paper is not printed, please inform the supervisor immediately.
- III. This paper has **thirty (30)** Multiple Choice Questions across **seven (07)** pages (including the cover page).
- IV. MCQs should be marked on the MCQ answer sheet provided.
- V. Write your index number **CLEARLY** on the MCQ answer sheet provided according to the instructions given on it.
- VI. Answer **ALL** questions.
- VII. Calculators and any electronic device capable of storing and retrieving text including electronic dictionaries, smart watches and mobile phones are not allowed
- VIII. Each MCQ has **five (05)** answers with only **one (01)** correct answer.

1) The method of funding a startup using only the existing resources is:

- |                         |                         |                 |
|-------------------------|-------------------------|-----------------|
| a) Small Business Loans | b) <u>Bootstrapping</u> | c) Credit Cards |
| d) Angel Investors      | e) Government Grants    |                 |

2) Which of the following individuals is widely recognized as a prominent entrepreneur in modern society?

- |                      |                       |                    |
|----------------------|-----------------------|--------------------|
| a) Leonardo Da Vinci | b) Marie Curie        | c) Albert Einstein |
| d) <u>Elon Musk</u>  | e) William Shakespear |                    |

3) Which of the following is **NOT** a component of the Business Model Canvas?

- |                         |                      |                    |
|-------------------------|----------------------|--------------------|
| a) <u>Opportunities</u> | b) Cost Structures   | c) Revenue Streams |
| d) Value Propositions   | e) Customer Segments |                    |

4) The component in a business model canvas that describes the different groups of people or organizations the enterprise aims to reach and serve is:

- |                             |                    |                       |
|-----------------------------|--------------------|-----------------------|
| a) Revenue Streams          | b) Cost Structures | c) Value Propositions |
| d) <u>Customer Segments</u> | e) Key Activities  |                       |

5) The "C" in negative VUCA world refers to:

- |                      |                  |               |
|----------------------|------------------|---------------|
| a) <u>Complexity</u> | b) Consistency   | c) Concerning |
| d) Correlation       | e) Communication |               |

6) The component in positive VUCA world associated with Volatility in negative VUCA world is:

- |                  |                     |            |
|------------------|---------------------|------------|
| a) Clarity       | b) Vision           | c) Agility |
| d) Understanding | e) <u>Ambiguity</u> |            |

7) Which of the following is **NOT** a component of the Six Sigma Methodology?

- |            |                |            |
|------------|----------------|------------|
| a) Define  | b) Measure     | c) Analyze |
| d) Improve | e) <u>Risk</u> |            |

8) What is **NOT** a key entrepreneurial motivator out of the following?

- |              |             |               |
|--------------|-------------|---------------|
| a) Vision    | b) Passion  | c) Commitment |
| d) Hard Work | e) Delaying |               |

9) A business's success is defined by the value it creates for:

- |  |
|--|
| a) Owners, Customers, Employees          |
| b) Competitors, Rivals, New Entrants     |
| c) Substitutes, Benchmarks, Appreciators |
| d) Government, Judiciary, Constitution   |
| e) Leaders, Entrepreneurs, Managers      |

10) A good trait in an entrepreneur which will drive him towards the path to success is:

- |  |
|--|
| a) Ignoring the ideas of the company's team                        |
| b) Avoiding risks  |
| c) Analyzing the external environment to identify opportunities. ✓ |
| d) Looking at problems in a negative mindset                       |
| e) Avoiding leadership roles                                       |

11) Which of the following is **CORRECT** about Entrepreneurship?

- |  |
|--|
| a) Entrepreneurship is risk-free and guarantees success.                           |
| b) Entrepreneurship involves following traditional business models.                |
| c) Entrepreneurship is solely focused on individual profit.                        |
| d) Entrepreneurship requires creativity, innovation, and problem-solving skills. ✓ |
| e) Entrepreneurship does not involve creating value for customers.                 |

12) A popular misconception associated with entrepreneurship is:

- |   |
|---|
| a) Hard work always means success.                                    |
| b) The staff hired at first will not always be the best.              |
| c) Every Business Plan is not a perfect Business Plan.                |
| d) Anyone regardless of their age can become entrepreneurs.           |
| e) When you become an entrepreneur, you can manage work-life balance. |

13) Which of the following is a common source of funding for entrepreneurs?

- |                           |                             |
|---------------------------|-----------------------------|
| a) Bank Loans             | b) Grocery Shopping         |
| c) Movie Tickets          | d) Ice cream tasting events |
| e) Daily Exercise Routine |                             |

14) Which of the following individuals is an upcoming entrepreneur in Sri Lanka?

- |                          |                             |
|--------------------------|-----------------------------|
| a) Jackson Anthony       | b) Sujeewa Prasannaarachchi |
| c) <u>Dhanika Perera</u> | d) Muttiah Muralitharan     |
| e) Rukantha Gunathileke  |                             |

15) Which of the following is **INCORRECT** about entrepreneurship?

- |   |
|---|
| a) Entrepreneurship involves taking risks and pursuing opportunities.   |
| b) <u>Entrepreneurship is solely focused on making a profit.</u>        |
| c) Entrepreneurship requires creativity and innovation.                 |
| d) Entrepreneurship involves creating value for customers.              |
| e) Entrepreneurship does not always guarantee success at first attempt. |

16) Which of the following answers contains 4Ps of Marketing?

- |   |
|---|
| a) Production, Pricing, Publicity, Packaging              |
| b) Product, Profit, Placement, Public Relations           |
| c) Productivity, Pricing Strategy, Positioning, Publicity |
| ✓ d) <u>Product, Price, Place, Promotion</u>              |
| e) Product, Promotion, Public Relations, People           |

17) Which of the following is an Entrepreneurial Marketing Technique?

- |                                     |                             |
|-------------------------------------|-----------------------------|
| a) Growth Hacking Strategy          | b) Lean Startup Methodology |
| c) <u>Digital Marketing</u>         | d) Crowdsourcing            |
| e) Customer Relationship Management |                             |

18) Which of the following is **CORRECT** about Entrepreneurial Marketing?

- |  |
|--|
| a) <u>Entrepreneurial marketing is the overlap between entrepreneurship and marketing.</u> |
| b) Entrepreneurial marketing only focuses on established markets.                          |
| c) Entrepreneurial marketing excludes the need for innovation.                             |
| d) Entrepreneurial marketing is solely about traditional marketing techniques.             |
| e) Entrepreneurial marketing doesn't involve creating value for customers.                 |

19) Consider the following characteristics.

- I. Oriented towards entrepreneurs and innovations. ✓
- II. Utilizes informal methods for data collection, unlike traditional marketing.
- III. Captures first-coming customers, develops a client base, and fosters long-term relationships.

Which of the above characteristics is/are associated with ENTREPRENEURIAL MARKETING?

- |             |                   |                    |
|-------------|-------------------|--------------------|
| a) I Only   | b) II and II Only | c) II and III Only |
| d) III Only | e) I, II and III  |                    |

20) Which of the following is **TRUE** about Social innovation?

- |   |
|---|
| <ul style="list-style-type: none"><li>a) ✓ Developing and deploying effective solutions to challenging social and environmental issues</li><li>b) Engaging in unethical practices and exploitation of vulnerable populations</li><li>c) Developing and prioritizing only the short-term gains at the expense of long-term societal well-being</li><li>d) Ignoring systemic problems and focusing on individual success</li><li>e) Upholding outdated practices and traditions regardless of societal impact</li></ul> |
|---|

21) Which of the following correctly denotes the types of Business Structures in Sri Lanka?

- |   |
|---|
| <ul style="list-style-type: none"><li>a) ✓ Sole Proprietorship, Partnership, Limited Liability Company, Public Limited Company</li><li>b) Sole Proprietorship, Sole Partnership, Unlimited Liability Corporation, Government Corporation</li><li>c) Public Limited Company, Limited Liability Partnership, Public Corporation, Cooperative Partnership</li><li>d) Nonprofit Corporation, Public Partnership, Limited Liability Company, Public Limited Company</li><li>e) Partnership, Private Limited Company, Sole Corporation, Unlimited Liability Partnership</li></ul> |
|---|

22) In the registration process of a company in Sri Lanka, what is required regarding the appointment of a company secretary?

- a) A foreign resident secretary must be appointed before incorporation.
- b) A local resident secretary must be appointed after incorporation.
- c) A local resident secretary must be appointed before incorporation.
- d) The appointment of a company secretary is not mandatory in Sri Lanka.
- e) The appointment of a company secretary is optional and can be decided by the company at any time after incorporation.

23) What are the categories of rights included within the scope of Intellectual Property?

- a) Financial Property and Real Property
- b) Industrial Property and Copyright
- c) Personal Property and Public Property
- d) Tangible Property and Intangible Property
- e) EPF and ETF

24) Which of the following types of employment are commonly recognized under employment laws and regulations?

- a) Sole Proprietorship and Partnership
- b) Volunteering and Franchising
- c) Illegal Employees and Ethical Employees
- d) Moonlighting and Volunteering
- e) Casual Employees and Apprentices/Interns

25) Which of the following are **NOT** characteristics of an entrepreneur?

- |  |                                 |
|--|---------------------------------|
| a) Creativity and Innovation           | b) Risk taking and Adaptability |
| c) <u>Dependence and Inflexibility</u> | d) Passion and Resilience       |
| e) Leadership and Vision               |                                 |

26) What does "Status Quo" refer to?

- a) The future state of something
- b) The previous state of something
- c) The current state of something
- d) The ideal state of something .
- e) The unchanged or existing state of affairs

27) Consider the following Statements.

- I. An entrepreneur is someone who starts or owns a business.
- II. Entrepreneurs think of the word "no" as "to find a better way", continually learning, growing and reaching higher.
- III. Entrepreneurs are business people who find their success by taking risks.

Which of the above characteristics is/are **TRUE** about an entrepreneur?

- |             |                   |                           |
|-------------|-------------------|---------------------------|
| a) I Only   | b) II and II Only | c) <u>II and III Only</u> |
| d) III Only | e) I, II and III  |                           |

28) Which of the following are types typically included in the Value Proposition Canvas?

- |  |
|--|
| a) Customer Segments and Revenue Streams   |
| b) <u>Key Activities and Key Resources</u> |
| c) <u>Customer Jobs, Pains, and Gains</u>  |
| d) Cost Structure and Key Partners         |
| e) Channels and Customer Relationships     |

29) Which of the following statements accurately describe personal branding?

- |   |
|---|
| a) It refers to the process of promoting a corporate entity's identity.                         |
| b) <u>It involves</u> creating a unique identity for an individual to differentiate themselves. |
| c) It's a legal process to trademark an individual's name for commercial purposes.              |
| d) It's the practice of creating a brand logo for personal use.                                 |
| e) It's the act of impersonating others online for personal gain.                               |

30) Which of the following terms are commonly associated with social innovation?

- |  |
|--|
| a) Efficiency, Productivity, Cost-cutting, Outsourcing, Monopoly |
| b) Profitability, Competition, Individualism, Marketing, Sales   |
| c) Legislation, Taxation, Regulation, Litigation, Capitalism     |
| d) Risk, Uncertainty, Disruption, Monopoly, Exploitation         |
| <u>e) Beneficiary, Empathy, Idea, Impact, Business Model</u>     |

\*\*\* End of the Paper \*\*\*

