

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER III – EXAMINATION – WINTER 2019

Subject Code: 4539284**Date:02/12/2019****Subject Name: Social Entrepreneurship****Time:10:30 AM To 01:30PM****Total Marks:70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q;1 Explain in brief following term

14

1. Intrapreneurship
2. Social Enterprise
3. Social Return on Investment
4. Venture
5. Social Value
6. Culture
7. Nonprofit Organization

Q;2 (A) What are the different characteristics of Successful Social Entrepreneurs? How Social Entrepreneurs are different from mainstream Entrepreneurs? **07**Q;2 (B) Explain different role played by society, media and government in development of Social Businesses. **07****OR**Q:2 (B) Explain in brief the impact of Culture, Society, demographics, life style and behavioral aspect on social entrepreneurship. **07**Q:3 (A) As a Social Entrepreneur how will you identify problem/gap for development of a Social Business Model? Explain in detail. **07**Q:3 (B) Explain in brief different threats to Socio Business Models. As a social entrepreneur how will you prevent or reduce the effect of these threats? **07****OR**Q:3 (A) How will you develop Social Enterprise's Business Plan? Explain in brief. **07**

Q:3 (B) Which are the different business models of Social Business.? According to your opinion which

Social enterprise Business model is most suitable in INDIA? Why? **07**

Q:4 (A) Why do we measure a value of Social enterprise? How do we measure value and SROI (Social Return on Investment) of social enterprise? 07

Q:4 (B) What are the challenges of managing Volunteers for Social Entrepreneurs? How can social entrepreneurs attract and retain the volunteers? Explain in brief. 07

OR

Q: 4 (A) Explain in brief different types of fund available for social entrepreneurship and different fund raising strategies. 07

Q:4 (B) Which are the different social marketing techniques? As a social entrepreneur which Social marketing technique you will prefer and why? 07

Q:5 Case Study

BIG BELLY

Around the world, entrepreneurial businesses are challenging big business by effectively addressing the social concern of consumers. Jim Poss, a business graduate from Babson College, has brought out a revolutionary new product. Poss is the founder of Seahorse Power the Westborough, Massachusetts. The company that designs, markets, distributes, and soon will license Big Belly which is a trash compactor which doubles up as a trash container.

The 4-foot tall Big Belly can hold up to 300 tonnes of garbage. In contrast, a normal garbage bin can hold only about 30 tonnes. Each Big Belly is fitted with an electronic sensor which transmits when the bin is about to get full. This kind of warning single eliminates the need for predictive software that is used to schedule the runs of trash collecting trucks. Overall, poss estimates that using Big Belly will cut down trash collection runs to a fourth of current levels. The trash compactor in the bin is solar powered, so that eliminates the need to have an external power sources.

It is estimated that trash collecting trucks in the US get about 3 miles per gallon. The problem of fuel inefficiency is coupled with the toxic exhaust fumes because of using diesel. Using Big Belly would mean fewer garbage collection runs by trucks, less drivers and collection crews and lesser exhaust fumes. Poss envisages that this product will be demand in a number of highly populated areas and municipal bodies will really like the cost saving and the fact that this method of trash collection is environmentally friendlier too. He also sees a possibility of marketing this product to resorts and other such communities.

To marker Big Belly, Ross installed two bins in Chinatown and Tribeca in New York. This was part of a free, two week trial which was designed to demonstrate to NY city officials that the product can do what it claims to do. This trial generated a lot of positive publicity and Ross had enquiries for the product from Netherlands, Denmark, Germany, and Japan. During the trials in New York, some concerns emerged, which Ross and his team have set out to address immediately:

- The Big Belly does not look like an ordinary garbage bin. So, a lot of people had trouble in identifying it as such. Many thought that it is a mail-collection box. Ross has tackled this issue by having very clear visuals and messages printed on it.
- Even though the municipal authorities are convinced of the long-term cash savings and the environmental benefits, they are unable to come up with the immediate cash needed to buy the Big Bellies. At a price of \$4,500, it seems to be priced a little out of the reach of cash strapped civic authorities, who struggle even to meet their monthly salary obligations.
- There is likely to be a lot of opposition from worker currently involved in collection of solid waste. This is a labour saving device and it will result in significant job loss. This is a unionised sector and Ross expects to face significant opposition.

Ross's venture has been funded by friends and family and he hopes to achieve financial breakeven very soon. Only time will tell if Big Belly is a good idea or not.

Questions for Discussion

1. What do you think of this new business idea? **07**
2. According to you, what are likely to be the key success factors for this business? **07**

OR

1. What are the issues in selling of Big Belly? Suggest a course of action to deal with it. **07**
2. Suggest a course of action for the business if it has to be launched in INDIA. **07**
