

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 4539284**Date: 17-02-2022****Subject Name: Social Entrepreneurship****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

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

- Q-1** Answer the following. **14**
- 1 Social return
 - 2 Venture philanthropy
 - 3 Bootstrapping
 - 4 Team stake holders
 - 5 Fund Raising
 - 6 Ploughing back
 - 7 Intrapreneurship
- Q-2** (a) Describe the opportunities and challenges of social entrepreneurship process. **07**
(b) Enlist & explain characteristics of a successful social entrepreneur **07**
- OR**
- (b) ‘Social entrepreneurs face multiple challenges throughout their journey.’ Critically evaluate the statement. **07**
- Q-3** (a) How is value and social return on investment ascertained in case of a social enterprise? **07**
(b) Write a note on: Effect of culture on social enterprises. **07**
- OR**
- Q-3** (a) Which are the methods for ascertaining organization effectiveness of social enterprises? **07**
(b) Differentiate between Mainstream entrepreneurs & social entrepreneurs. **07**
- Q-4** (a) What is the role of Central and state –level institutions in supporting social businesses in India? **07**
(b) “Success is measured by profit as well as through their impact on, and commitment to, community and society.” Exemplify & bring out the essence of the statement with respect to social ventures **07**
- OR**
- Q-4** (a) List & explain any two government schemes for promoting social enterprise. **07**
(b) Which fund raising techniques are most suited to support social entrepreneurship ideas? Explain **07**

Gungun has just passed her senior secondary examination from school. She wanted to start her own business but was unable to decide about the nature of the business. One day during the morning walk her grandfather fell in the park and was injured. She observed that her grandfather often forgets to take his medicines. She thought that the same problem may be faced by other old people. She thought to develop an instrument for old people that could be fitted with an electronic device connected to the mobile phones of the members of their family which could indicate the location of the old people when they go outside their homes. This device was to be kept in their pockets. She also thought to fit a timer in the instrument that could remind the old persons about the time of taking their medicines.

- (a) Identify and state the core concept that helped Gungun in structuring her idea for solving the problem. 07
- (b) What are the probable benefits to society of the business that Gungun is trying to establish? 07

OR

- (a) Suggest a business model for Gungun's business idea. 07
- (b) List & explain probable risk in Gungun's business venture 07