

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539284

Date:25/01/2023

Subject Name: Social Entrepreneurship

Time:10:30 AM to 1:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 Write a note on the following terms

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- (a) Enterprise
- (b) Social Return on Investment
- (c) Mainstream Entrepreneurship
- (d) Bootstrapping
- (e) Government Subsidies
- (f) Intrapreneurship
- (g) First Generation Social Entrepreneurs

Q.2 (a) Explain social entrepreneurship- concepts and importance.

(7)

Q.2 (b) 'Social entrepreneurs face multiple challenges throughout their journey.'
Critically evaluate the statement.

(7)

OR

Q.2(b) Enlist & explain characteristics of a successful social entrepreneur.

(7)

Q.3 (a) "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.

(7)

Q.3 (b) Explain in brief the impact of Culture, Society, demographics, life style and behavioural aspect on social entrepreneurship.

(7)

OR

Q.3 (a) How will you develop Social Enterprise's Business Plan? Explain in brief.

(7)

Q.3 (b) Which fund-raising techniques are most suited to support social entrepreneurship ideas? Explain.

(7)

Q.4(a) Which are the different business models of Social Business? According to your opinion which Social enterprise Business model is most suitable in INDIA? Why? (7)

Q.4(b) Which are the different social marketing techniques? As a social entrepreneur which Social marketing technique you will prefer and why? (7)

OR

Q.4(a) What is Fund raising and describe briefly types of fund-raising strategies? (7)

Q.4(b) What is Intrapreneurship and Entrepreneurial intensity? (7)

Q.5 Case Study

This case study is about Pump Aid, an organization that developed and installed a low-cost pump called the Elephant Pump to tackle the problem of water scarcity in African countries. Established in 1998, Pump Aid adopted an innovative approach to providing water and sanitation solutions to communities in rural Africa by installing these cost-effective water pumps and toilet systems. The Elephant Pumps were built using local materials and were based on the rope and washer pump technology. As the pump handle was turned, water was drawn up by plastic washers attached to a rope. The pump could lift water from up to 50 meters deep and produced one liter of water every second. The pedal powered mechanism also made pumping water fun as children played on the pumps.

The Elephant Pump, initially developed and tested in Zimbabwe, was mainly installed in Malawi and Zimbabwe where the incidence of water-borne diseases was common. According to some analysts, the installation of the community-centred Elephant Pumps improved the socio-economic life of the people in the rural villages in Africa. The pumps contributed to community development and created a positive impact on the livelihood of villagers in terms of gender equality, health, and time-savings. They felt that the pumps were innovative, cost effective, and could be maintained by the rural communities without any outside assistance. However, there were others who were doubtful about their sustainability.

(a) Comment on the strategies that Pump Aid could adapt in the future to scale up its activities. (7)

(b) What do you think the organization should do to strengthen its current situation? (7)

OR

(a) Explain the issues and challenges being faced by organization in providing the business problem to social problem. (7)

(b) Which business model is being adapted by the Pump Aid? (7)
