

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 4539284

Date: 30/06/2023

Subject Name: Social Entrepreneurship

Time: 02:30 PM TO 05:30 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 Explain the following: **14**

- a) Social innovation
- b) Micro finance
- c) Triple bottom line
- d) Stake holders
- e) Venture philanthropy
- f) Social Return on Investment
- g) Bootstrapping

Q.2 (a) All entrepreneurs are social entrepreneurs. Argue in favor of this statement. **07**

(b) Explain the motivations of social entrepreneurs. **07**

OR

(b) What are the characteristics of a social enterprise? Do all social enterprises exhibit these characteristics in same ways and degrees? **07**

Q.3 (a) List & explain any two government schemes for promoting social enterprise **07**

(b) Elaborate the positive social impacts of a social enterprise of your choice. **07**

OR

Q.3 (a) Explain the funding models for starting a social enterprise **07**

(b) One of the biggest challenges that social entrepreneurs face is to attract the right talent to build the organisation. What strategies are followed by social entrepreneurs to get the right people on board? **07**

Q.4 (a) Write a note on organisations supporting social entrepreneurs. **07**

(b) Can social performance be measured? What are the challenges in measuring performance of social enterprises? **07**

OR

- Q.4 (a) Governance structures will slow down a social entrepreneur. Argue 07
- (b) What are the advantages and disadvantages of accepting grants? 07

Q.5 **CASE STUDY:**

Pump Aid was founded in 1998 by three teachers working in a rural primary school in Zimbabwe. Two of their pupils fell ill from contaminated water and died. These teachers realised that the need for health superseded the need for education and so set up Pump Aid to provide wells in rural communities. 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 were common. According to some analysts, the installation of the community-centered 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.

In recent years Pump Aid has moved away from simply installing pumps and now sees improved access to water as part of a broader context which includes, hygiene and sanitation, food and nutrition, access to education and economic independence. Pump Aid recognizes that functionality is a key issue in assuring sustainability and delivering value for money and has adapted their community based approach to meet the functionality challenge.

- (a) Explain the issues and challenges being faced by organization in providing the business problem to social problem. 07
- (b) Which business model is being adapted by the Pump Aid? 07

OR

- Q.5 (a) What do you think the organization should do to strengthen its current situation? 07
- (b) Comment on the strategies that Pump Aid could adapt in the future to scale up its activities. 07
