

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –3-EXAMINATION – WINTER-2023

Subject Code:4539284**Date: 02-12-2023****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.

Question Text and Description	Marks
Q.1 Explain the following	14
a) First generation social entrepreneurs	
b) social entrepreneurship	
c) Business plan	
d) Social Volunteers	
e) Venture Philanthropy	
f) S.R.O.I.	
g) Subsidies	
Q.2 (a) Choose a business & analyze how the principles of social entrepreneurship have been applied to address social problems.	07
(b) Does society affect social entrepreneurship? Discuss	07
OR	
(b) Entrepreneurs are different ,but social ones are unique.Explain the statement	07
Q.3 (a) Write a note on: Fund raising	07
(b) How do we measure social return on investment in business	07
OR	
Q.3 (a) What is make in India campaign? which Social enterprise Business model is most suitable in INDIA?	07
(b) What is the ecosystem for social entrepreneurs in INDIA?	07
Q.4 (a) Write a note on Risk associate with social initiatives.	07
(b) How will you develop Social Enterprise's Business Plan? Explain in brief	07
OR	
Q.4 (a) How is the marketing activity different for social entrepreneurs?	07
(b) Which are the major threats to business models associated with social entrepreneurship? Explain	07

Q.5

Aaru eye hospital. Surrounded by huge problems of water, health, sanitation and education in the country, Dr. G Ilesh realised the importance of sight for a human being. The hospital provides treatment for common blindness and cataract. In today's time, cataract surgery and weak eyesight are common problems but how many people are actually able to avail this treatment. The link between availability and accessibility has been recognised and given the shape of a business model. The model works on charging services under four main categories: free, minimal, regular and premium. Those who cannot avail the cost of the surgery opt for free services. Under minimal, services are provided at subsidised cost, whereas actual charges are charged under the regular scheme. For premium, prices higher than normal are charged. However at any option that one selects, same quality of lenses is provided. In order to take social mission one step ahead, the hospital undertakes outreach operations and eye camps in rural areas where people cannot afford to go to the hospital or cannot avail eye check-ups. These operations also educate the people regarding health of eyes and treatments. Apart from this, it aims at increasing employment by providing job opportunities to the young rural women after proper training. For any social entrepreneurship, finance is a major concern. However, it has been best dealt with by the entrepreneur of Aaru eye hospital. One source is by charging premium fees to some of its customers. An opportunity was tapped by realizing the cost of lenses in India due to which he set up a lab for manufacturing Intraocular lenses. The cost of importing these lenses turned out to be too expensive but by manufacturing these in-house a major cost was saved. Supplying these lenses to other hospitals is another source of funding for the hospital. The employees are paid less than the market salary through which cost cutting is done. Lions Aaru institute of community ophthalmology is a steppingstone which provides consultancy to over 60 hospitals in 29 countries and 213 hospitals in India.

- (a) Discuss Aaru eye hospital business model. 07
(b) Explain the threats in the business model. 07

OR

- Q.5 (a) Bring out the socio-economic business models merits. 07
(b) Explain in detail, why is MR. Ilesh social entrepreneur? 07
