

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA SEMESTER- III - EXAMINATION-SUMMER-2024**

**Subject Code: 4539284**

**Date: 26/04/2024**

**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 Short Questions**

**(14)**

- (a) Venture
- (b) Ease of Doing Business
- (c) Intrapreneurship
- (d) Goal Attainment
- (e) Team- stake holders
- (f) Venture Philanthropy
- (g) Incubator

**Q.2(a)** 'Social entrepreneurs face multiple challenges throughout their journey.' Critically evaluate the statement. **(7)**

**Q.2(b)** Differentiate between Mainstream entrepreneurs & social entrepreneurs. **(7)**

**OR**

**Q.2(b)** Which are the methods for ascertaining organization effectiveness of social enterprises? **(7)**

**Q.3(a)** Explain in brief different threats to Socio Business Models. As a social entrepreneur how will you prevent or reduce the effect of these threats? **(7)**

**Q.3(b)** Discuss how social entrepreneurship can be employed to empower disadvantaged community of India. **(7)**

**OR**

**Q.3(a)** As a Social Entrepreneur how will you identify problem/gap for development of a Social Business Model? Explain in detail. **(7)**

**Q.3(b)** Enlist & explain characteristics of a successful social entrepreneur. **(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)** Explain in brief different types of funds available for social entrepreneurship and different fund-raising strategies. **(7)**

**OR**

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

**Q.4(b)** What is the role of Central and state –level institutions in supporting social businesses in India? (7)

**Q.5 Case Study:**

DoSomething.Org is a “global movement for good” among 6 million young people, transforming their communities across the United States and in 131 countries worldwide. This nonprofit organization constantly holds cause-based campaigns, ranging from receiving over 1 million pairs of donated jeans from teens to clothe homeless youth to cleaning up 3.7 million cigarette butts through its Get the Filter Out initiative. A past campaign, “Don’t Be a Sucker,” addressed the problem of Americans losing \$5.8 billion annually and producing 8.7 billion pounds of carbon pollution by leaving unused devices plugged in. The campaign sought to slay those “energy vampires” not in use by having users unplug equipment and post a sticky note next to the outlet to remind others not to let them suck the energy dry. Further research the problem, solution and this campaign and answer the following:

**Q.5 (a)** Identify what social impact(s) the campaign addressed. (7)

**Q.5 (b)** Could a viable business be created around this problem? (7)

**OR**

**Q.5 (a)** What impact measures could the campaign assess? (7)

**Q.5 (b)** Consider the above case and identify some of this kind of campaigns for India. (7)