

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-SUMMER-2025

Subject Code: 4539284

Date: 10/06/2025

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 ownership
 - (b) Non-profit enterprise
 - (c) Microfinance
 - (d) Social innovators
 - (e) Social responsibility
 - (f) Social environment
 - (g) Need for Achievement
- Q.2** (a) Describe the opportunities and challenges of social entrepreneurship process **07**
- (b) All entrepreneurs are social entrepreneurs. Argue in favor of this statement **07**
- OR**
- (b) What is a social entrepreneur? How is a social entrepreneur different from other entrepreneurs? **07**
- Q.3** (a) Governance structures will slow down a social entrepreneur. Argue **07**
- (b) Explain the main motivations of a social entrepreneur. **07**
- OR**
- Q.3** (a) Discuss the various ways in which a social entrepreneur plays the role of a social change agent. **07**
- (b) Discuss some of the organizations supporting social entrepreneurs. **07**
- Q.4** (a) What are the challenges in measuring performance of social enterprises? **07**
- (b) What are the key factors of a governance structure? Explain **07**
- OR**
- Q.4** (a) Explain social return on Investment and Triple Bottom Line **07**
- (b) Discuss ways in which social entrepreneurs can attract and retain the right talent. **07**

CASE STUDY: BIG BELLY

Around the world, entrepreneurial businesses are challenging big businesses by effectively addressing the social concerns of consumers.

Jim Poss, a business graduate from Babson College, has brought out a revolutionary new product. Poss is the founder of Seahorse Power the Westborough, Massachusetts. The company that designs, markets, distributes, and soon will license Big Belly which is a trash compactor which doubles up as a trash container.

The four foot tall Big Belly can hold up to 300 tons of garbage. In contrast, a normal garbage bin can hold only about 30 tons.

Each big belly is fitted with an electronic sensor which transmits when the bin is about to get full. This kind of warning signal eliminates the need for predictive software that is used to schedule the runs of trash collecting trucks. Overall, Poss estimates that using Big Belly will cut down trash collection runs to a fourth of current levels. The trash compactor in the bin is solar powered, so that eliminates the need to have an external power source.

It is estimated that trash collecting trucks in the US get about 3 miles per gallon. The problem of fuel inefficiency is coupled with the toxic exhaust fumes because of using diesel. Using the belly would mean fewer garbage collection runs by trucks, less drivers and collection crews and lesser exhaust fumes.

Poss envisages that this product will be in demand in a number of highly populated areas and municipal bodies will really like the cost savings and the fact that this method of trash collection is environmentally friendlier too. He also sees a possibility of marketing this product to resorts and other such communities.

To market Big Belly, Poss installed two bins in Chinatown and Tribeca in New York. This was part of a free, two-week trial which was designed to demonstrate to NY city officials that the product can do what it claims to do. This trial generated a lot of positive publicity and Poss had enquiries for the product from Netherlands, Denmark, Germany and Japan.

During the trials in New York, some concerns emerged, which Poss and his team have set out to address immediately:

- The Big Belly does not look like an ordinary garbage bin. So, a lot of people had trouble in identifying it as such. Many thought that it is a mail collection box.
- Even though the municipal authorities are convinced of the long-term cash savings and the environmental benefits, they are unable to come up with the immediate cash needed to buy the big bellies. At a price of \$4500, it seems to be a little out of the reach of cash strapped civic authorities, who struggle even to meet their monthly salary obligations.
- There is likely to be a log of opposition from workers currently involved in collection of solid waste. This is a labor-saving device and it will result in significant job loss. This is a unionized sector and Poss expects to face significant opposition.

Poss's venture has been funded by friends and family and he hopes to achieve financial breakeven very soon. Only time will tell if Big Belly is a good idea or not.

- (a) What do you think of this new business idea? 07
- (b) Suggest a future course action for the business. 07

OR

- Q.5**
- (a) According to you what are likely to be the key success factors for this business? 07
 - (b) Suggest some funding options available for this enterprise 07
