

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 4539284

Date: 18/12/2024

Subject Name: Social Entrepreneurship

Time: 10:30 AM TO 01:30 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 Define following terms 14**
- (a) Intrapreneurship
 - (b) Bootstrapping
 - (c) Start up
 - (d) Incubator
 - (e) Stakeholder
 - (f) Social Entrepreneurship
 - (g) Mainstream Entrepreneurs
- Q.2 (a) Explain characteristics of successful social entrepreneur. 07**
- (b) What is the impact of culture, society, demographics, lifestyle and behavioural aspect in social entrepreneurship? 07**
- OR**
- (b) Discuss the problems faced by Entrepreneurs. 07**
- Q.3 (a) How to measure social return on investment on business? 07**
- (b) Elaborate with examples the positive social impact of social enterprise. 07**
- OR**
- Q.3 (a) What are different fund raising strategies that can be used to support and run social enterprise? 07**
- (b) Explain any two government scheme promoting social enterprise. 07**
- Q.4 (a) Explain the Business Plan for a social enterprise of your choice. 07**
- (b) Which are different business model of social business? Which business model is suitable in India? Why? 07**
- OR**
- Q.4 (a) Write a note on organizations supporting Social Entrepreneurs. 07**
- (b) What should be the role of government in promoting social entrepreneurship? 07**

Q.5

The Green Cooperative, a social enterprise founded by Jane Doe, emerged from a personal experience with food insecurity in her urban neighborhood. Motivated by the desire to provide affordable, nutritious food to low-income families while promoting local agriculture, Jane established community-based food cooperatives. These cooperatives not only addressed the immediate need for food but also aimed to foster a sense of community and empowerment among participants.

Jane Doe, a former social worker, was deeply moved by the struggles of her neighbors to access affordable food. Her journey into social entrepreneurship was driven by a strong sense of purpose and a desire to make a tangible difference in her community.

Food insecurity was a pressing issue in Jane's neighborhood, with many families facing financial barriers to purchasing nutritious food. This problem was exacerbated by the lack of access to fresh, affordable produce and the high cost of groceries.

Jane envisioned a world where every family had access to affordable, nutritious food, and where local agriculture thrived. She communicated this vision through community meetings, social media campaigns, and partnerships with local schools and community centers.

The Green Cooperative employed several innovative solutions to address food insecurity. They established partnerships with local farmers to source fresh produce, created a network of volunteers to distribute food, and offered cooking classes to teach families how to prepare nutritious meals with minimal ingredients.

The Green Cooperative relied on a mix of grants, donations, and revenue from selling surplus produce to local restaurants and hosting cooking classes. They faced challenges in securing funding and convincing local farmers to participate, but their efforts were rewarded with increased community engagement and a growing network of supporters.

- (a) How did the Green Cooperative's approach to community engagement contribute to its success? 07
- (b) What different type of fund raising approach Green Cooperative could employ to diversify its funding sources? 07

OR

- Q.5** (a) What are the threats to the business model adopted by Green Cooperative. 07
- (b) What role did marketing play in mobilizing support for the Green Cooperative? 07
