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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - THEORY EXAMINATION (20.... - 20.....)

Subject: Social Entrepreneurship

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. _____ is the advantage of social entrepreneurship that develops creative solutions to complex problems. (CO1, K1) 1
- (a) Positive Social Impact
- (b) Innovation for Social Good
- (c) Community Empowerment
- (d) Financial Sustainability
- 1-b. Select the factor impacting the transformation into a social entrepreneur that includes access to education in entrepreneurship____. (CO1, K1) 1
- (a) Personal Values
- (b) Exposure to Social Issues
- (c) Education
- (d) All of these
- 1-c. In the context of social enterprises, a trust is____ (CO2, K1) 1
- (a) A stock brokerage firm
- (b) A commercial bank
- (c) An insurance company
- (d) A legal entity for managing assets for a cause
- 1-d. A characteristic of non-profit proprietorships____. (CO2, K2) 1
- (a) Paying dividends

- (b) Increasing shareholder value
 - (c) Reinvesting profits into social causes
 - (d) Expanding market share
- 1-e. The economic value of environmental costs refers to_____. (CO3, K2) 1
- (a) Technological advancements
 - (b) Economic prosperity
 - (c) Environmental costs and its economic value
 - (d) Social inequality
- 1-f. The Millennium Ecosystem Assessment primarily focuses on_____ (CO3, K2) 1
- (a) Local community development
 - (b) International Influences
 - (c) Regional economic growth
 - (d) National policy formation
- 1-g. An example of a social entrepreneur initiative is_____ (CO4, K2) 1
- (a) Accessing venture capital
 - (b) Increasing shareholder wealth
 - (c) Outsourcing manufacturing
 - (d) Expanding product lines
- 1-h. Methods of sensing opportunities involve_____. (CO4, K4) 1
- (a) Market expansion
 - (b) Identifying unmet needs
 - (c) Risk aversion
 - (d) Cost reduction
- 1-i. Bargaining power of buyers impacts_____. (CO5, K2) 1
- (a) Product pricing
 - (b) Marketing campaigns
 - (c) Operational costs
 - (d) Brand loyalty
- 1-j. Challenges of growth include_____. (CO5, K3) 1
- (a) Preparing for growth
 - (b) Increasing market share
 - (c) Reducing costs
 - (d) Expanding product lines
2. Attempt all parts:-
- 2.a. Explain Social Change as the dimension of Social Entrepreneurship. (CO1, K2) 2
- 2.b. Describe Mission Related Social Enterprise. (CO2, K2) 2
- 2.c. Describe the Sustainable development goal namely No Poverty. (CO3, K2) 2

- 2.d. Describe Capital. (CO4, K1) 2
- 2.e. Classify the types of secured debentures. (CO5, K2) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Differentiate between Social Entrepreneurship and Corporate Entrepreneurship on the basis of Value Creation. (CO1, K3) 6
- 3-b. Distinguish between Social Bricoleur and Social Constructionists on the basis of solution. (CO1, K3) 6
- 3-c. Classify the challenges faced by Social Enterprises. (CO2, K2) 6
- 3-d. List the types of Social Enterprises. (CO2, K2) 6
- 3.e. With reference to Thompson and Strickland's Seven factors model, describe the factor of Main sources of Competitive Pressures. (CO3, K2) 6
- 3.f. Illustrate the step Identification of Business opportunity for setting up an enterprise. (CO4, K3) 6
- 3.g. Describe "Online platforms" as the social enterprise growth strategy. (CO5, K2) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Describe the characteristics of Social Entrepreneurs with the perspective of Social Catalysts, Motivation and Recognizance of Opportunities. (CO1, K2) 10
- 4-b. Classify the elements of Social Entrepreneurship along with the diagrammatic representation. (CO1, K2) 10

5. Answer any one of the following:-

- 5-a. Explain in detail the measure of Proper Training and Development Institutions that can help social enterprise to overcome from the difficulty. (CO2, K2) 10
- 5-b. Explain in detail the challenge the issue of innovativeness faced by Social Enterprise. (CO2, K2) 10

6. Answer any one of the following:-

- 6-a. Explain in detail the ingredient of good vision of sustainable development with the perspective of Recognising the complementarity of Economic development and Sound Environmental Management. (CO3, K2) 10
- 6-b. Elaborate in detail Real Purpose (Agenda) of Sustainable Development. (CO3, K2) 10

7. Answer any one of the following:-

- 7-a. Discuss the procedure of Identifying social needs and Evaluating Potential solutions as the process of assessing and prioritizing opportunities. (CO4, K2) 10
- 7-b. Analyze the concept of equity capital in detail. (CO4, K4) 10

8. Answer any one of the following:-

- 8-a. Explain the Social Enterprise growth strategy of developing scalable products and services with good examples. (CO5, K2) 10

- 8-b. You are the founder of a social enterprise that provides clean drinking water solutions in rural areas. To expand your impact, you need to apply the 'Understanding Your Ecosystem' strategy. Describe the process you would follow to analyze your ecosystem and identify at least four key stakeholders. Explain how you would engage with these stakeholders to support your growth. (CO5, K2) 10

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