

**Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore – 641 043**

**Master's Degree Examination - November 2017  
III Semester**

**Class : II P.G.  
Major : Women's studies and Entrepreneurship**

**Time: 3 Hours  
Max. Marks: 60**

**16WSEC02 Social Entrepreneurship  
Part A**

**10 x ½ = 5 Marks**

**Choose the correct answer**

1. The purpose of social entrepreneurship is
  - a. to create social change.
  - b. to find gaps & create a venture to serve the unserved 'markets'.
  - c. to focus on building a business and earning profits
  - d. find gaps & create a venture to serve the unserved 'markets' and to create social change
2. What is the process by which individuals pursue opportunities without regard to resources they currently control?
  - a. Startup management
  - b. Entrepreneurship
  - c. Financial analysis
  - d. Feasibility planning
3. Patient capital funds are:
  - a. funds provided to social enterprises
  - b. grants for social entrepreneurs with low monthly stipends so that the fund will aid the social entrepreneurs over the long-term
  - c. only funding option available to social entrepreneurs
  - d. funds used to help with the institution building stage of a social venture
4. Why do entrepreneurship and innovation go hand-in-hand?
  - a. Entrepreneurs are both owners and managers of the business, so they are more likely to take calculated risks to pursue business opportunities
  - b. Entrepreneurs have the capability and motivation to pursue innovative commercial opportunities that are riskier and more radical than normal
  - c. Entrepreneurs identify business opportunities and assemble the resources and capabilities needed to create value
  - d. All the above
5. Corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded as?
  - a. Ecopreneur
  - b. Technopreneur
  - c. Intrapreneur
  - d. Social Entrepreneur
6. A performance and credit rating scheme has been launched by the MSME Ministry to assess creditworthiness and capabilities of industries in the sector. What is it called?
  - a. Performance and Credit Rating Scheme
  - b. Zero Defect Zero Effect Certification
  - c. Performance and Economy Rating Scheme
  - d. None of the above
7. SBA stands for:
  - a. Small business accountants
  - b. Small business administration
  - c. Small business adequacy
  - d. Small business advisors
8. Venture capital is concerned with:
  - a. New project having potential for higher profit
  - b. New project of high technology
  - c. New project having high risk
  - d. All the above.
- 9 All definitions of Corporate Social Responsibility recognize that:
  - a. companies have a responsibility for their impact on society and environment
  - b. the natural environment should be the main focus of CSR activities
  - c. business ethics is a complex issue
  - d. companies must pay equal attention to business ethics and sustainability.
10. Which are the key ingredients for achieving sustainably successful business
  - a. the balance sheet and the income statement
  - b. financial performance of the firm over a given period of time
  - c. Corporate Social Entrepreneurship generation of social and economic value and strategic cross-sector alliances
  - d. the financial value of its intangible assets

**Part B**

**5 x 4 = 20**

**Answer ALL Questions**

**Answer should not exceed 200 words or one page**

- 11a. List out the Qualities of a Social Entrepreneur  
(or)
- 11b. Discuss the difference between business entrepreneurship and social entrepreneurship
- 12a. Define Corporate Social responsibility with example  
(or)
- 12b. Give a brief note on the implementation plan of corporate social responsibility
- 13a. Write a short note on financial sustainability  
(or)
- 13b. Briefly explain how the social entrepreneurs measure the effectiveness of their entrepreneurship and evaluate the impact?
- 14a. Describe the concept of social innovation  
(or)
- 14b. Explain the trends of social innovation
- 15a. Explain any four key skills for a sustainable career in social enterprise  
(or)
- 15b. List the characteristics of social entrepreneurs.

**Part C**

**5 x 7 = 35**

**Answer ALL Questions**

**Each answer should not exceed 600 words or three pages**

- 16a. Describe the history of Social Entrepreneurship in India  
(or)
- 16b. Elucidate the future of social entrepreneurship
- 17a. Explain the approaches of corporate social responsibility  
(or)
- 17b. Explain in detail the scope for corporate social responsibility and potential business benefits
- 18a. Explain various impact assessment tools for social entrepreneurship  
(or)
- 18b. Explain the ways of funding for social entrepreneurship and describe the elements to make social entrepreneurship viable and impactful
- 19a. Explain the trends and the ways to promote social innovation  
(Or)
- 19b. Narrate the social innovation with a case study
- 20a. Empowerment of women through social entrepreneurship – Explain  
(Or)
- 20b. Training is necessary for the development of successful social entrepreneur - Discuss.

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