

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSW DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – SOCIAL WORK

SOCIAL ENTREPRENEURSHIP & SOCIAL ENTERPRISES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Third sector plays a vital role in supporting ____ at local level
(i) industries (ii) community
(iii) capitalist (iv) economist
2. CSO has the power to influence the actions of elected ____ and businesses
(i) policy makers (ii) society
(iii) community (iv) programme
3. Social entrepreneurship is a process of recognizing and resourcefully pursuing opportunities to create ____
(i) social norms (ii) business
(iii) social values (iv) social order
4. Social entrepreneurship will generate a positive ____
(i) feedback (ii) approach
(iii) profit (iv) returns to society
5. ____ is a business with a cause
(i) social entrepreneurship (ii) sustainopreneurship
(iii) CSR (iv) NGO
6. CSR is a ____ business model that helps a company to be socially responsible to the society
(i) viable (ii) self-regulating
(iii) social (iv) profitable
7. Indian Government helps social enterprises in capacity building by investing seed capital through ____
(i) IIF (ii) AIEF (iii) DAEF (iv) WHO
8. Social entrepreneurship can use local ____ as a tool for addressing social and environmental problems
(i) economic development (ii) cultural development
(iii) political development (iv) leadership ability
9. Social marketing is a marketing designed to bring ____
(i) social growth (ii) social development
(iii) social change (iv) profit
10. social marketing can be applied in the field of ____
(i) suicide prevention (ii) profit making business
(iii) health care (iv) sustainable development

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a State the need and importance of Third sector in development.
OR
b Explain the characteristics of NGOs.
- 12 a Discuss the differences between social entrepreneurship and business entrepreneurship.
OR
b Explain the qualities and traits of social entrepreneurs.
- 13 a Sketch out the importance of social enterprises.
OR
b Classify the types of social enterprises.
- 14 a Discuss about the financial management of social enterprises.
OR
b State the need of community support for social enterprises.
- 15 a Enumerate the concept of social marketing.
OR
b Apply the social and service marketing in the field of human rights through a case study.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Analyze the growth of Third sector in India.
- 17 Examine the relationship between social entrepreneurship and social change.
- 18 Analyze the concept of Triple Bottom Line approach.
- 19 Analyze the role of National and Global government in promoting social Entrepreneurship.
- 20 Elaborate the strategies to be adopted in marketing the social services.

Z-Z-Z

END