

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSW DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – SOCIAL WORK

SOCIAL ENTREPRENEURSHIP AND SOCIAL ENTERPRISES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. An organization that uses profit to achieve its goals instead of distributing it to shareholders is
(a) A profit organization (b) A public organization
(c) A business enterprise (d) A social business
2. A social entrepreneur
(a) Is a good team member
(b) Has a high position in the hierarchy of a company
(c) Is focused on generating great profits for the shareholders
(d) Is an agent for change: a front-runner for social change in society
3. What is a social enterprise concerned with?
(a) Profit maximization
(b) Maximizing market share
(c) Providing public service
(d) Running a business to create social benefits
4. Social entrepreneurs are expected to have the following traits.
(a) Empathy (b) Open mind (c) Passion (d) All the above
5. Social marketing is NOT used for
(a) Anti-drug (b) Anti-littering
(c) Safety (d) Increasing the eating of fast foods.

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) Write a brief note on the need for third sector in development.
(OR)
b) Expand NPO, CBO and CSO.
7. a) Define Social Entrepreneurship and bring out the concept.
(OR)
b) Mention the traits of Social Entrepreneurs.
8. a) State the types of social enterprise in India.
(OR)
b) Discuss briefly on the triple bottom line in social enterprise.
9. a) Explain the financial management of social enterprise.
(OR)
b) Highlight the venture capital for social enterprise.

Cont...

10. a) List out the marketing principles in welfare and development field.
(OR)
b) Give an account on Social services.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a) Elaborate on the growth of Third Sector in India with illustrations.
(OR)
b) Examine the Third sector relationship with the civil society.
12. a) Discuss on the case study of M.S. Swaminathan as a Social Entrepreneur.
(OR)
b) Justify Aruna Roy as a Social Entrepreneur.
13. a) Elucidate the similarities and differences between social enterprise and non – profit organization.
(OR)
b) Explain about (i) Sustainopreneurship and (ii) Corporate Social Responsibility.
14. a) Analyze the global environment for social enterprises and social entrepreneurship.
(OR)
b) Illustrate the need for Government and community support for social enterprise.
15. a) Enumerate the social and service marketing in the field of health and education.
(OR)
b) Explain how Human Rights is related to Social and Service marketing.

Z-Z-Z

END