



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022

Course: Social Entrepreneurship

Semester: 5th

Program: BBA- FBE

Course Code: UCIE-3004P

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.

Marks

CO

Q 1

Following are Multiple Choice Questions. Choose the correct answer from the given options. Do not copy the questions.

CO1

1. Social Entrepreneurship is
 - a) Social service
 - b) Social Business
 - c) Social Work
 - d) Social club
2. Important Qualities of a Social Entrepreneur
 - a) Risk taking
 - b) Awareness of social problems
 - c) Business mind
 - d) All three (a, b & c)
3. World Renowned Social Entrepreneur and a Nobel laureate
 - a) Azim Premji
 - b) Mohammad Yunus
 - c) Ratan Tata
 - d) N.R. Naryana Murthy
4. Which is the Famous Social Entrepreneurship model?
 - a) Amul India
 - b) Ford Cars
 - c) Pepsi
 - d) Apollo Hospital
5. Which one of these is a social enterprise?
 - a) Work for monthly salary in a company
 - b) Earning Money through business

	<p>c) Solving a social problem through a business model d) Attaining CEO Position</p> <p>6. What is the special characteristic of Social Entrepreneurship? a) Philanthropy b) Finding Sustainable business solution c) Giving Donation d) Welfare scheme</p> <p>7. Social entrepreneurs are individuals with innovative solutions to – a) Society most pressing social problems b) Society's most common problems c) Social problems that are not still solved d) Social problems that are not subject to Court</p> <p>8. In a social enterprise model measurable impact is created by the generated of- a) Funding value b) Service value c) Economic value d) Social value</p> <p>9. Social entrepreneurship is a revolution occurring around the world, where people from all walk of life are – a) Developing and implementing innovative, effective and sustainable solution in response to government role. b) Developing and implementing innovative, effective and sustainable solution in response to social and charitable challenges. c) Developing and implementing innovative, effective and sustainable solution in response to social and environmental challenges. d) Developing and implementing innovative, effective and sustainable solution in response to taxation environment challenges.</p> <p>10. Social entrepreneur acts as the – a) Change agent for poor people b) Change agent for government c) Change agent for society d) Change agent for nation</p>		
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<p>SECTION B 4Qx5M= 20 Marks</p>			
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Q 2	Attempt all questions. Each Question to be answered shortly.		CO4
	<ol style="list-style-type: none"> 1. Give the difference between mainstream entrepreneurs and social entrepreneurs. 2. Explain Social Entrepreneurship-concept and importance 3. Discuss the EMES approach of Social Entrepreneurship 4. What is a Business Plan? Why is it important for any new venture to design a plan. 		
SECTION-C 3Qx10M=30 Marks			
Q 3	Following are 3 Questions, out of which 2 Questions are compulsory and 1 Question has internal choice to attempt any one.		CO5
	<ol style="list-style-type: none"> 1. What are the various phases of Business Model Design. 2. Define the following: <ol style="list-style-type: none"> a. Elevator Pitch b. Desk Pitch 3. Discuss the various components to include in Financial Projection, while preparing a Business Plan. <p style="text-align: center;">OR</p> <p>Differentiate between the following</p> <ol style="list-style-type: none"> a. Marketing and Sales. b. Product and Services. 		
SECTION-D 2Qx15M= 30 Marks			
Q 4	Following are 2 Questions, out of which 1 Question is compulsory and 1 Question has internal choice to attempt any one		CO2
	<ol style="list-style-type: none"> 1. What do you mean by Business Model Canvas? Draw a Canvas Format including all the necessary blocks. 2. “Social Entrepreneurship aims at solving various social and environmental issues”. In context of the given statement, summarize the role of Social Entrepreneur for various interest groups like <ol style="list-style-type: none"> a) Customers/General Public b) Government c) Economy. <p style="text-align: center;">OR</p> <p>What do you mean by Social Marketing? Discuss in detail the 4p’s of Social Marketing.</p>		