

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER-3 – EXAMINATION – WINTER 2018

Subject Code:3539264

Date:12/12/2018

Subject Name: Social Entrepreneurship

Time:10:30 Am To 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.		Marks
Q.1	Define the following : (a) Social Entrepreneurship (b) Private Giving (c) Innovation sankul (d) Social Entrepreneur (e) Intrapreneurship (f) Venture Philanthropy (g) Entrepreneurship Intensity	14
Q.2	(a) Explain social entrepreneurship- concepts and importance.	07
	(b) Give the difference between mainstream entrepreneurs and social entrepreneurs.	07
OR		
	(b) Explain the impact of the culture, society and lifestyle in social entrepreneurship.	07
Q.3	(a) What is the role of the media and government to develop social businesses?	07
	(b) Describe briefly Business and revenue model.	07
OR		
Q.3	(a) How do we measure value and social return on investment?	07
	(b) What is Fund raising and describe briefly types of fund raising strategies?	07
Q.4	(a) What is Intrapreneurship and Entrepreneurial intensity?	07
	(b) Describe various Government schemes for promoting social enterprise.	07
OR		
Q.4	(a) Explain the relationship between marketing and fund raising in brief.	07
	(b) Explain various central level institutions supporting social businesses in India.	07

Q.5

Case : Pump Aid

This case study is about Pump Aid, an organization that developed and installed a low-cost pump called the Elephant Pump to tackle the problem of water scarcity in African countries. Established in 1998, Pump Aid adopted an innovative approach to providing water and sanitation solutions to communities in rural Africa by installing these cost-effective water pumps and toilet systems. The Elephant Pumps were built using local materials and were based on the rope and washer pump technology. As the pump handle was turned, water was drawn up by plastic washers attached to a rope. The pump could lift water from up to 50 meters deep and produced one liter of water every second. The pedal powered mechanism also made pumping water fun as children played on the pumps.

The Elephant Pump, initially developed and tested in Zimbabwe, was mainly installed in Malawi and Zimbabwe where the incidence of water-borne diseases was common. According to some analysts, the installation of the community-centered Elephant Pumps improved the socio-economic life of the people in the rural villages in Africa. The pumps contributed to community development and created a positive impact on the livelihood of villagers in terms of gender equality, health, and time-savings. They felt that the pumps were innovative, cost effective, and could be maintained by the rural communities without any outside assistance. However, there were others who were doubtful about their sustainability.

- (a) Explain the issues and challenges being faced by organization in providing the business problem to social problem. **07**
- (b) Which business model is being adapted by the Pump Aid? **07**

OR

- Q.5** (a) Comment on the strategies that Pump Aid could adapt in the future to scale up its activities. **07**
- (b) What do you think the organization should do to strengthen its current situation? **07**
