

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2015–2016 & thereafter)

SUBJECT CODE: 15SW/PE/SE34
M.S.W. DEGREE EXAMINATION, NOVEMBER 2019
SOCIAL WORK
THIRD SEMESTER

COURSE : ELECTIVE
PAPER : SOCIAL ENTREPRENEURSHIP
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 50 WORDS: (10 x 2 = 20)

1. Define Social Entrepreneurship.
2. What is an Enterprise?
3. Who is an Entrepreneur?
4. List out any four entrepreneurial traits.
5. What is Fee-for-Service Model? Give examples.
6. Mention any two essentials of market segmentation.
7. What is meant by Service Subsidization?
8. What are the main elements of a business plan?
9. Define financial management.
10. What is book keeping?

SECTION – B

ANSWER ANY FOUR QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 600 WORDS: (4 x 10 = 40)

11. Trace the historical evolution of entrepreneurship.
12. Briefly explain need and importance of social enterprise.
13. Describe the entrepreneurial decision making process.
14. Explain the Cooperative and Networking model of Social Enterprise.
15. Explain the 4 “P” s of Marketing.
16. Enlist the Guidelines for preparation of a Business Plan.

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 1200 WORDS: (2 x 20 = 40)

17. Explicate the issues and concerns in social enterprise.
18. Explain entrepreneurial motivation theories.
19. Explain the assessment and market survey process in beginning an enterprise.
20. Explain the need for Financial Management and Book Keeping.
