

**SUBJECT CODE: 15SW/PE/SE34**  
**M.S.W. DEGREE EXAMINATION, NOVEMBER 2017**  
**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. Mention any TWO needs of a Social Enterprise.
3. What are entrepreneurial traits?
4. State entrepreneurial motivation.
5. List down any TWO models of Social Enterprise.
6. Who are called as low-income clients?
7. Give the meaning of idea generation.
8. What is needs assessment?
9. List the support institutions in preparation of a Business Plan.
10. Write about the books maintained in a business.

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

11. Briefly describe the history of Social Entrepreneurship.
12. Explain the needs and importance of Social Enterprises.
13. Explain the process of Entrepreneurial Decision Making.
14. Write a note on Service Subsidization Model.
15. Comment on Market Segmentation.
16. Briefly discuss 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. Discuss in detail the issues and concerns of Social Enterprises.
18. Illustrate entrepreneurial traits and their assessment.
19. Describe Entrepreneurial Support Model with an example.
20. Give a detailed note on Marketing Management and the 4 'P's.

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