

**SUBJECT CODE: 15SW/PE/SE34**  
**M.S.W. DEGREE EXAMINATION, NOVEMBER 2018**  
**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 entrepreneurship.
2. What is social innovation?
3. State any four qualities of successful entrepreneurs.
4. What is social capital?
5. What are the principles of social entrepreneurship?
6. Mention the different types of social entrepreneurship.
7. Write the ideology of individualism.
8. What are the four P's in marketing?
9. What is niche marketing?
10. What is financial management?

**SECTION – B**

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

11. Highlight the purpose and significance of social entrepreneurship.
12. How are social entrepreneurs different from entrepreneurs?
13. “An individual’s motivation to achieve something in life or to achieve a certain goal is governed by various internal factors” – Justify.
14. Critically examine the factors influencing entrepreneurial decision making process.
15. How does idea generation enable for market need assessment and implementation?
16. Describe the role of various institutions that provide support to potential entrepreneurs.

**SECTION – C**

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

17. Trace the history of social entrepreneurship.
18. Explain in detail about the different models of social enterprises.
19. Elucidate the process of market management.
20. Prepare a business plan for a social enterprise.

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