

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted during the academic year 2015 –2016& thereafter)**  
**SUBJECT CODE: 15SW/AE/SE45**

**B.Sc./B.B.A./B.C.A./B.Com DEGREE EXAMINATION APRIL 2019**  
**FOURTH SEMESTER**

**COURSE : ALLIED - ELECTIVE**

**PAPER : SOCIAL ENTERPRISE MANAGEMENT**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL THE QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS:**  
**(10x3=30)**

1. What is a Social Enterprise?
2. Mention any TWO Public Sector Enterprise.
3. What is entrepreneurship?
4. Who is JavedAbidi?
5. List any TWO roles of HR in the Social Enterprise.
6. What is Organisational Management?
7. Expand : PRA and RRA
8. Mention the need for a vision in a Social Enterprise.
9. List any TWO methods of measuring Social Enterprise.
10. What is Social Impact?

**SECTION – B**

**ANSWER ANY 5 QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS:**  
**(5x6=30)**

11. Briefly highlight the history of Social Enterprise.
12. Briefly explain the characteristics of a Social Entrepreneur.
13. Explain the roles of Social Entrepreneur.
14. Highlight the success story of Anand Kumar.
15. Briefly explain the objectives of Social Enterprise.
16. Emphasise the importance of Baseline Survey.
17. Discuss the link between Marketing and Networking.
18. Analyse any ONE approach in measuring the impact of Social Enterprise.

**SECTION – C**

**ANSWER ANY 2 QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS:**  
**(2x20=40)**

19. 'Business is always at the base of the pyramid' - comment.
20. Present the effective strategies adopted by any ONE Social Entrepreneur.
21. Elaborate the various techniques of PRA.
22. Critically analyse the provisions of Tamilnadu Societies Registration Act.

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