



DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: MCS 518

COURSE TITLE: SOCIAL ENTREPRENEURSHIP AND INNOVATION

EXAM DATE:

DURATION: 3 HOURS

TIME: 5:30PM-8:30PM

INSTRUCTIONS

- ☐ **Read the instructions and questions carefully before you write the answers.**
- ☐ **Answer any TWO questions**
- ☐ **ALL PAC University's examination rules and regulations apply.**

Each question is 20 marks. *Support your answers with relevant examples.

QUESTION ONE

A business entrepreneur typically measures performance in profit and return on investment whereas a social entrepreneur assesses success in terms of the impact s/he has on the society. Following this statement:

- a) Describe FIVE challenges social entrepreneurs and social enterprise managers encounter in scaling up their operations towards sustaining and growing social ventures? Support your answers with examples. (10 Marks)
- b) Highlight FIVE defining characteristics crucial for a successful social entrepreneur. (10 Marks)

QUESTION TWO

a) "What business entrepreneurs are to the economy; social entrepreneurs are to social change". Critically evaluate FIVE differences between social and traditional entrepreneurs.
(10 Marks)

b) Social entrepreneurs play the role of change agents in the society. Reference to the case of Grameen Bank, discuss this statement with FIVE attributes. (10 Marks)

QUESTION THREE

a) Describe the Triple Bottom Line Approach framework in the context of sustainability pursued by social entrepreneurs in their pursuit to achieve their visions and missions.
(10 Marks)

b) Reference to One Acre Fund Social Enterprise, define and clarify the following terms applied in Social Impact Measurement. (10 Marks)

i) Inputs

ii) Activities

iii) Outputs

iv) Outcome

v) Positive and Negative Impact.