



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2017 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCEN 303

COURSE TITLE: SOCIAL ENTREPRENEURSHIP

DATE: 7 APRIL 2017

TIME: 8.00 AM – 11.00 AM

INSTRUCTIONS TO CANDIDATES

1. QUESTION ONE IS **COMPULSORY**.
2. ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

QUESTION ONE

a) The ups and downs in entrepreneurship are so evident and even Social entrepreneurship alike is not without its own misgivings. Discuss thus the challenges that social entrepreneurs face

(10marks)

b) Ideas possessed by Social entrepreneurs and their, commitment to changing the society making it a better place are few of their motivations of . Explain five ideas that are driving the future of social entrepreneurship

(10marks)

c) Social entrepreneurs have their unique way of perceiving and reacting to issues within their environment which eventually affects the society they are living in. Explain well the characteristics of social entrepreneurship

(10marks)

d) Social entrepreneurs recognize a social problem and use it as an opportunity to organize, create and manage a venture that achieves social change. Briefly discuss the factors that can stimulate social entrepreneurs to generate ideas worth exploring and developing.

(10marks)

QUESTION TWO

a) Several drivers of successful scaling of social entrepreneurship impact have been identified while also indicating the situational contingencies' that might lead some drivers to be more effective in certain situations than others. Briefly describe what SCALER stands

(5marks)

b) Changing the people and policies in an organization can lead to growth and greater social impact and this has been the main focus of Scaling social impact . discuss these SCALERS of social entrepreneurial impact

(15marks)

QUESTION THREE

a) Hayek, Kirzner, and Schumpeter crafted three basic types of social entrepreneurship which include the Social bricoleur, Social constructionist and Social engineer. Explain each of the three types of social entrepreneurs.

(9

Marks)

b) Discuss the limitations that both the bricoleur and social constructionist face as they try to address the local needs of a society

(11marks)

QUESTION FOUR

- a) It is now evident that societies really need social entrepreneurs because they are found to play a huge role to its benefit. Discuss the role of social entrepreneurship to a nation (10 Marks)
- b) They will not engage in entrepreneurial endeavours with the aim of making killer profits but social entrepreneurs have very remarkable qualities. Briefly describe the basic qualities and observations of a social entrepreneur. (10 Marks)

QUESTION FIVE

- a) An ideal social entrepreneur has unique and outstanding personality traits that distinguish him/her from the rest of the entrepreneurs. Discuss then any ten attributes that best describe the personality of an ideal social entrepreneur.
(10 marks)
- b) Several individuals and groups have been known to inspire upcoming entrepreneurs through their work. Highlight any five such successful entrepreneurs who have left a legacy that can inspire new and veteran, young and old entrepreneurs to pursue big ideas that can make the world better
(10 Marks)