

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

BEEM 334: SOCIAL ENTREPRENEURSHIP

STREAMS:BEEM Y3S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 08/07/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

QUESTION ONE

- (a) The social entrepreneur is a mission driven individual who uses a set of entrepreneurial behaviors to deliver a social value to the less privileged, all through an entrepreneurially oriented entity that is financially independent, self-sufficient, or sustainable. Discuss the basic traits of successful social entrepreneurs. [10 marks]
- (b) Social entrepreneurs are reformers and revolutionaries, as described by Schumpeter, but with a social mission. They make fundamental changes in the way things are done in the social sector. Identify the role social entrepreneurs play as a change agents in the social sector. [10 marks]
- (c) We believe that the critical distinction between entrepreneurship and social entrepreneurship lies in the value proposition itself. For the entrepreneur, the value proposition anticipates and is organized to serve markets that can comfortably afford the new product or service and is thus designed to create financial profit. Briefly compare commercial entrepreneurship and social entrepreneurship. [10 marks]

QUESTION TWO

- (a) Discuss any re-known contemporary social entrepreneur outlining the foundations of his/her success. [10 marks]
- (b) Identify some of the ways by which the government should intervene to promote social entrepreneurship. [10 marks]

QUESTION THREE

- (a) Identify some of the guidelines for effective enforcement of social responsibilities within a social enterprise. [10 marks]
- (b) Social entrepreneurship is recently catching roots in both developed and developing economies. Why should we support social entrepreneurship for an economic development. [10 marks]

QUESTION FOUR

- (a) Potential social entrepreneurs need to realize that innovation principles exist to enable them innovate. Outline some of these principles. [10 marks]
- (b) Discuss social responsibilities towards competitors in accomplishing social goals. [10 marks]
-