

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
BUSINESS ENTREPRENEURSHIP AND ENTREPRISE MANAGEMENT**

BEEM 334: SOCIAL ENTREPRENEURSHIP

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 12/4/2024

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS: Answer Questions One and any other Two.

QUESTION ONE

- (a) Social entrepreneurs focus at utilizing various available resources to create a better and progressive society. Identify and categorize various social entrepreneurs. (10 marks)
- (b) Mohamed Yunus a re-known social entrepreneur is the founder of the Grameen Bank, an institution that provides microcredit loans to those in needs to help them develop financial self-sufficiency. Founded in 1983, the bank has brought in a net income of more than \$10 million, and his work with the organization landed Yunus a Nobel Prize in 2006.
- i) Identify the main social core competencies which can be attributed to Yunus success. (10 marks)
 - ii) Discuss the social contributions of Mohamed in the world of social entrepreneurship. (5 marks)
- (c) Explain the factors which may make social ideas to be adopted easily. (5 marks)

QUESTION TWO

- a) Umoja is a social project that was started to assist people to change their attitude towards HIV AND AIDS. Examine the indicators of social change as result of the intervention. (10 marks)
- b) Social entrepreneurs use various techniques for improving creativity. Briefly explain FIVE such techniques. (10 marks)

QUESTION THREE

- a) Explain the theory of Peter Drucker and its application in social entrepreneurship. (5 marks)
- b) Identify and discuss the sources of social entrepreneurial opportunities. (10 marks)
- c) Describe the social responsibility of organizations towards employee's customers. (5 marks)

QUESTION FOUR

- a) John has been contracted to write waste, disposal project proposal for his community to the donors for financial assistance. Explain the requirements that project objectives must be consistence with. (10 marks)
 - b) Identify and discuss the economic contributions of social entrepreneurship and its role in achieving vision 2030. (10 marks)
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