



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

**Bachelor of Business Administration Degree Programme 3000 Level II Semester
End (Repeat) Examination(Old Syllabus) April 2021**

Academic Year 2020/2021

ENT 3221 – SOCIAL AND GREEN ENTREPRENEURSHIP Duration: Three hours

The question paper contains (06) questions.

Answer only five (05) questions.

01.

- I. Who is a social entrepreneur?
(03 Marks)
- II. Briefly explain the social entrepreneurship process.
(05 Marks)
- III. Propose social enterprise development strategies that you may apply to address social issues in Sri Lanka.
(06 Marks)

(Total 14 Marks)

02.

- I. Define the concept of "Hybrid Venture".
(03 Marks)
- II. Distinguish between "American Tradition" and "European Tradition" of Social Entrepreneurship.
(05 Marks)
- III. Describe the principles of social business introduced by Prof. Muhammad Yunus.
(06 Marks)

(Total 14 Marks)

03.

- I. What is a social Enterprise?
(03 Marks)
- I. Identify three key players in the social entrepreneurship eco system and describe their role in promoting of social entrepreneurship.
(05 Marks)
- II. "Social entrepreneurship is innovative, social value creating activity that can occur within or across the nonprofit, profit and public sectors."
Do you agree with this statement? Justify your answer.
(06 Marks)

(Total 14 Marks)

04.

- I. What do you mean by "Triple Bottom Line" concept?
(03 Marks)
- II. Described the barriers faced by green entrepreneurs in the process of adopting green business practices.
(05Marks)
- III. Imagine that an entrepreneur is going to establish a green business in a particular industry. Briefly explain possible green practices that an entrepreneur can introduce to his new business.
(06 Marks)

(Total 14 Marks)

05.

- I. Define the concept of "Social Capital."
(03 Marks)
- II. Briefly describe the funding sources available for social entrepreneurs.
(05Marks)
- III. "Social entrepreneurs are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change."
Explain this statement by using relevant examples.
(06 Marks)

(Total 14 Marks)

05. Describe the followings.

- I. Sustainability pressures in developing countries
- II. Characteristics of social enterprise
- III. Approaches to Green certification
- IV. Green marketing

(04x3.5= Total 14 marks)