



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

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

Academic Year 2020/2021

ENT 32213 – SOCIAL AND GREEN ENTREPRENEURSHIP

Duration: Three hours

The question paper contains six (06) questions.

Answer only five (05) questions.

01.

- I. Define the term "Social Entrepreneurship".
(03 Marks)
 - II. Identifying three key players in the social entrepreneurship ecosystem and describe their role in promoting social entrepreneurship.
(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. What is a Green Supply Chain?
(03 Marks)
 - II. Why Green Supply Chain Management is becoming more popular in the business world?
(05 Marks)
 - III. Explain how do green practices could be applied to Supply Chain of a business?
(06 Marks)
- (Total 14 Marks)

03.

- I. Define the concept of "social network".
(03 Marks)
- II. "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.
(05 Marks)
- III. Explain with examples, how do social entrepreneurs foster regional development of a country.
(06 Marks)

(Total 14 Marks)

04.

- I. What do you mean by the "Triple Bottom Line" concept?
(03 Marks)
- II. Describe the barriers faced by green entrepreneurs in the process of adopting green business practices.
(05 Marks)
- 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. What do you mean by a "Hybrid venture"?
(03 Marks)
- II. Briefly explain the financial constraints faced by the social entrepreneurs in Sri Lanka.
(05 Marks)
- III. "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)

05. Describe the followings.

- I. Crowd funding
- II. Characteristics of social enterprise
- III. Principles of social business
- IV. Green marketing

(04x3.5= Total 14 Marks)

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