



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE FASHION DESIGN AND MARKETING

HCM 208: SOCIAL ENTREPRENEURSHIP

DATE: 25/9/2019

TIME: 11:00 – 1:00 PM

INSTRUCTIONS

This paper consists of five questions

Answer question 1 and any other two questions

Question 1 Carries 30 marks

Question 2-5 carry 20 Marks each

QUESTION ONE (COMPULSARY)(30MARKS)

- Examine five roles of social entrepreneurship to development (5 marks)
- Explain five features of a social entrepreneur in Kenya (10 marks)
- Evaluate five distinct characteristics of social enterprises globally (5 marks)
- Analyse FIVE forms of value creation in the social entrepreneurship concept (10 marks)

QUESTION TWO (20MARKS)

- Discuss five challenges faced by social entrepreneurs in pursuit for development (10 marks)
- Analyse FIVE benefits of social entrepreneurship for Non-Governmental Development Organizations. (10 marks)

QUESTION THREE (20 MARKS)

- Explain three perceptions on social entrepreneurship competence development (6 marks)
- Discuss the seven-C strategies for successful social entrepreneurship (14 marks)

QUESTION FOUR (20MARKS)

- a) Assess five effects of social entrepreneurship education on development (10 marks)
- b) Discuss five key resources employed in social entrepreneurship to foresee success (10 marks)

QUESTION FIVE (20 MARKS)

- a) Analyse five factors affecting social entrepreneurship intentions (10 marks)
- b) Discuss the Hambrick and Frederickson's framework on social entrepreneurial value creation (10 marks)