

Chapter 02: Assignment

1. Social entrepreneurship does not concern itself with commercial questions.
 - a. True
 - *b. False

2. There is no way to resolve the conflict between commercial business goals and those of social innovation.
 - a. True
 - *b. False

3. The triple bottom line is
 - a. markings on a ship to show how heavily laden it is
 - b. a book-keeping convention to minimise accounting mistakes
 - c. an accounting system suitable for joint ventures between firms
 - *d. a company reporting framework designed to take into account not just financial outcomes but also environmental and social performance

4. Which of the following statements about the 'bottom of the pyramid' market is not open to challenge?
 - *a. The poor - 4 billion of them - earn less than \$2/day
 - b. The poor have no purchasing power and do not represent a viable market
 - c. The poor are not brand-conscious
 - d. The poor are unable to use and not interested in advanced technology

5. Social innovation follows a different process to more commercial forms of innovation.
 - a. True
 - *b. False

6. Which of the following is NOT a question for managing social entrepreneurship?
 - a. How do we find opportunities which deliver social as well as economic benefits?
 - b. How do we identify and engage a wide range of stakeholders – and understand and meet their very diverse expectations?
 - c. How do we mobilise resources across networks, how do we build coalitions of support for socially valuable ideas?
 - *d. How do we patent and exploit emerging ideas?

7. Which of the following would NOT be considered a social entrepreneur?
 - a. Florence Nightingale
 - b. Muhammed Yunus, founder of the Grameen Bank
 - *c. Kenneth Lay, founder of Enron
 - d. Trevor Bayliss, inventor of the wind-up radio

8. Which of these is NOT a difference between social entrepreneurs and commercial entrepreneurs?

a. Social entrepreneurs are less concerned with independence and wealth, and more on social means and ends.

*b. Social entrepreneurs are older than commercial entrepreneurs.

c. Social entrepreneurs place less emphasis on short-term growth and longer term harvesting of the venture, and more concern on long term change and enduring heritage.

d. Social entrepreneurs place less reliance on the firm and management team to execute the venture, and greater reliance on a network of stakeholders and resources to develop and deliver change.

9. Whilst empathy and a need for social justice may be necessary attributes of a social entrepreneur, they are not sufficient.

*a. True

b. False