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