



STRATHMORE INSTITUTE OF MANAGEMENT AND TECHNOLOGY
DIPLOMA IN ENTREPRENEURSHIP
END OF SEMESTER EXAMINATION
DE 1207: FOUNDATIONS OF SOCIAL ENTREPRENEURSHIP

DATE: 2nd September, 2022

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer Question **one (COMPUSLORY)** and **any other two questions**.

QUESTION ONE (COMPULSORY)

(30 Marks)

Haunted by ghost of post-election violence, woman helps the needy (The Standard of June 11, 2022)

Cyliatina Asoya, 70, a person living with disability, depends on well-wishers to feed her two grandchildren whom she lives with at Rhonda estate in Nakuru.

A smile cuts across her face as she leaves Shabaab Social Hall carrying a loaf of bread and half a litre of orange juice. Asoya says she left her home at 9am and walked to the centre with a promise to the two children that she would be back with goodies.

“The loaf of bread will serve the three of us tonight and tomorrow morning after which I will wait on well-wishers to get a meal or we go hungry,” she says.

Asoya is among 100 needy people who benefit from the generosity of a woman who has been feeding destitute families in Nakuru’s slum areas. Divya Shah, 55, says she started donating food in 2007 during the post-election violence period. 15-years later, she is still doing it.

A victim of the post-election violence herself, Divya says she fled from their Kitale home after violence erupted and found herself at Nakuru ASK grounds where she stayed for a day. She says her relatives living in Nakuru learned that she had fled there and accommodated her.

While at the camp, she came face to face with the problems people were facing, marking the beginning of her journey to assist the needy.

“We were displaced during the post-election violence and a friend hosted us. We had no extra clothes. Later while at the ASK grounds in Nakuru I was disturbed by what I went through. I spoke with my family who supported my idea of offering them food,” she says.

“I would wake up early in the morning to prepare food and then go to the showground and give the food to displaced persons. It was not easy at the time with the tension, but I managed to offer them the little food I had,” she adds.

Initially, Divya would offer the families a packet of milk but due to the rising prices and frequent shortages, she substituted it with juice. Divya also gives wheelchairs to people living with disabilities.

The mother of one said that she does not count the amount of food and wheelchairs she has distributed to the needy. “Every Thursday I make sure I target 100 persons with a goody bag containing rice, soap, oil, sanitary pads, and toiletries among other essentials for the elderly and people living with HIV and AIDS,” she says. Her entry to the social hall is always received with smiles. With the help of her house girl, Divya distributes the food saying if given another job, she would still choose to be a housewife and help people.

Nakuru East chairperson of PWDs, Job Shisoka, says Divya’s donations have motivated members to participate in their weekly support meeting.

“It has motivated the members to attend meetings every Thursday, we eat the food or snacks and take the remaining to our families, she has really blessed us,” he says.

- a) Explain FOUR ways through which Divya is acting as an agent of social change (8 marks)
- b) Briefly explain Four alternative sources of funding available for Divya (4 marks)
- c) Advice Divya on any SIX strategies she can use to scale up her activities (12 marks)
- d) Discuss any 3 ethical challenges Divya is likely to face (6 marks)

QUESTION TWO (15 marks)

Sue owns a social venture that focuses on providing free books to disadvantaged children in her city. The social venture has been successful in donating books to high school students in the poor areas of the city. Based on this success, Sue wants to expand into other cities.

- a) Mention any 4 challenges that she could face as she contemplates scaling?
What advice would you give her? (10 marks)
- b) Identify any 5 common myths about social entrepreneurship that sue will have to debunk (5 marks)

QUESTION THREE**(15 marks)**

DoSomething.Org is a “global movement for good” among 6 million young people, transforming their communities across the United States and in 131 countries worldwide. This nonprofit organization constantly holds cause-based campaigns, ranging from receiving over 1 million pairs of donated jeans from teens to clothe homeless youth to cleaning up 3.7 million cigarette butts through its Get the Filter Out initiative. A past campaign, “Don’t Be a Sucker,” addressed the problem of Americans losing \$5.8 billion annually and producing 8.7 billion pounds of carbon pollution by leaving unused devices plugged in. The campaign sought to slay those “energy vampires” not in use by having users unplug equipment and post a sticky note next to the outlet to remind others not to let them suck the energy dry.

- a) Identify 4 tools that can be used to measure and report the social impact of this campaign (8 marks)
- b) Briefly explain the seven developmental phases of social entrepreneurship ventures (7 marks)

QUESTION FOUR**(15 marks)**

- a) Discuss 5 ways through which social entrepreneurs can contribute towards attainment of sustainable development goals (10 Marks)
- b) Mention any 5 roles played by government in promoting social entrepreneurship in your country (5 marks)

QUESTION FIVE**(15 marks)**

Garden of Grace is a social enterprise working to support form four leavers and college graduates build skills needed in the job market. The organization operates in urban slums is now considering whether to expand to rural areas.

- a) How would you apply the five R’s in helping this social venture to scale its activities? (10 marks)
- b) Give any 5 reasons why social ventures like Garden of Grace fail (5 marks)