



Professional Qualification in COMMUNITY DEVELOPMENT MANAGEMENT Level 6 Diploma

Unit 3 - Entrepreneurship in Communities

Question 1

Compare and **contrast** the aims and strategies of ONE social enterprise project and ONE socially responsible organisation. (20 marks)

Question 2

You are concerned about the lack of employment opportunities for young people in your local community and are considering starting up a social enterprise that will provide them with training and an income. You plan to manufacture hand-stitched, leather soccer balls and sell them for a profit.

Recommend the most effective market research strategies for this social enterprise. (20 marks)

Question 3

Discuss the key factors that must be considered to be successful when applying for external funding for a social enterprise. (20 marks)

Question 4

Explain the advantages and disadvantages of globalisation to a social enterprise. (20 marks)

Question 5

Explain how social media can be used to promote a brand. Use examples to support your answer. (20 marks)