

27. a. Explain social marketing and its six phases. 10 3 2 6

(OR)

b. Explain the following

- | | | | | |
|---------------------------|---|---|---|---|
| (i) Zero waste management | 5 | 4 | 2 | 7 |
| (ii) E-waste management | 5 | 4 | 2 | 7 |

28. a.i. Enumerate on the differences between NGO and NPO? 5 3 3 6

ii. Explain the working of an NGO. 5 3 3 6

(OR)

b. Write the evolution of CSR and the government policy. 10 3 3 8

29. a.i. What is social entrepreneurship? 5 4 4 6

ii. Discuss the impact of social entrepreneurs towards the society. 5 4 4 6

(OR)

b. Write short notes on

- | | | | | |
|----------------------------|---|---|---|---|
| (i) Types of entrepreneurs | 5 | 3 | 4 | 6 |
| (ii) Social business | 5 | 3 | 4 | 6 |

30. a. Define Social Engineering. Difference between Utopian and Piecemeal Social Engineering. 10 3 6 6

(OR)

b. Write about any two Social Movements. 10 3 3 6

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Reg. No.

B.Tech. DEGREE EXAMINATION, MAY 2022

Third & Fourth Semester

18PDH103T – SOCIAL ENGINEERING

(For the candidates admitted from the academic year 2018-2019 to 2019-2020)

Note:

- (i) **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40th minute.
- (ii) **Part - B** should be answered in answer booklet.

Time: 2½ Hours

Max. Marks: 75

PART – A (25 × 1 = 25 Marks)

Answer **ALL** Questions

- | | Marks | BL | CO | PO |
|---|-------|----|----|----|
| 1. _____ advocates piecemeal social engineering.
(A) Adam Smith (B) Karl Cooper
(C) Karl Popper (D) Charles Lindbolm | 1 | 1 | 1 | 6 |
| 2. Changes in the culture, tradition beliefs and symbols is called _____.
(A) Change in social structure (B) Social change
(C) Change in law (D) Change in technology | 1 | 2 | 1 | 6 |
| 3. A philanthropist is someone who involves in _____.
(A) Planting trees (B) Teaching
(C) Generous donation of money (D) Politics for good cause | 1 | 1 | 1 | 6 |
| 4. Democratic social engineering is otherwise called _____.
(A) Utopian (B) Piecemeal social engineering
(C) Large scale (D) Social trends | 1 | 1 | 1 | 6 |
| 5. Which is not an example of individual responsibilities?
(A) Working in a homeless shelter (B) Recycle
(C) Bing fair to none (D) Donating time | 1 | 2 | 1 | 6 |
| 6. An association formed by citizens that functions completely autonomous from government, to perform broad spectrum of services and humanitarian function is called _____.
(A) NGO (B) NPO
(C) Civil society organization (D) Foundation | 1 | 1 | 2 | 6 |
| 7. Paper in a landfill is
(A) Biodegradable (B) Stable
(C) Decomposable (D) Brittle | 1 | 2 | 2 | 7 |
| 8. Social marketing involves product, price, promotion and _____.
(A) Profit (B) Perfection
(C) Place (D) Principle | 1 | 1 | 2 | 6 |

9. Social marketing aims to influence _____ that benefit individuals and communities for a greater social good. 1 2 2 6,7
(A) Economy (B) Health
(C) Behaviours (D) Well-being
10. The four facets of social responsibility are valuing diversity, building relationships, solving problems in peaceful ways and _____. 1 2 3 6
(A) Personal identity (B) Narcissist
(C) Contributing to the community (D) Beneficiary and environment
11. Which act has introduced the concept of corporate social responsibility in India to the forefront? 1 1 3 6
(A) The Companies Act, 2013 (B) European Communities Act, 1972
(C) The Companies Act, 1948 (D) The companies Act, 1882
12. Corporate Social Reasonability recognize that; 1 2 3 6,8
(A) Companies have responsibilities towards society and environment
(B) Natural environment should be the focus
(C) Business ethics is a complex issue
(D) Companies attention to business and sustainability
13. In the following crowd funding platforms which one is originated in India? 1 1 3 6
(A) Rang de (B) Kickstrater
(C) Indiegogo (D) Rocket hub
14. Good relationship with customers consists of all the following except: 1 2 3 8
(A) Communicate a positive attitude (B) Display strong business ethics
(C) Make the customers feels good (D) Concerned more on the speed of service than quality
15. I can clarify problems or issues, generate multiple strategies, weigh consequences. Name the facet? 1 2 3 6
(A) Valuing diversity (B) Solve problems in peaceful ways
(C) Contributing to community (D) Building relationships and caring for the environment
16. In 2006, Muhammad Yunus and the Grameen bank were jointly awarded what prize? 1 1 3 6
(A) The Gold Medal (B) The Pulitzer Prize
(C) The Nobel Peace Prize (D) The Medal of Honor
17. Which of the following defines a good relationship in the workplace? 1 2 3 8
(A) Gossip (B) Defame colleagues
(C) Welcoming diversity (D) Close communication
18. Demonstrating respectful behaviour to a person of another religion you are said to be _____. 1 2 4 8
(A) Solving problems (B) Valuing diversity
(C) Caring for environment (D) Destroying a relationship

19. Social business aims at addressing _____. 1 1 4 6
(A) Social cause (B) Personal cause
(C) Government cause (D) Global cause
20. Florence Nightingale is the founder of the first _____. 1 1 4 6
(A) Nursing school (B) Montessori school
(C) Human rights movement (D) Racial discrimination
21. Which of the statement is not related to Social Entrepreneurship? 1 1 5 6
(A) The business activities for earning profit (B) Inspirational source to create a positive impact
(C) Relationship beyond economic purpose (D) A social mission to make the world a better place
22. Which orientation of NGO is to be help poor people develop a cleaner understanding of the social, political and economic factors affecting their lives? 1 2 5 6
(A) Participatory (B) Empowering
(C) Professional (D) Service
23. CSR stands for _____. 1 1 5 6
(A) Corporate Social Reformation (B) Corporate Social Responsibility
(C) Cooperative Social Responsibility (D) Corporal Societal Restitution
24. What is the most important part of social business plan? 1 1 5 9
(A) Marketing strategy (B) Customers
(C) Vision (D) Mission
25. Accommodating employees who are physically challenged is a way a business can contribute to _____. 1 2 6 6
(A) Environmental protection (B) Workplace diversity
(C) Job safety (D) Employee wellness

PART – B (5 × 10 = 50 Marks)

Answer ALL Questions

- | | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 26. a. List out four responsibilities to each of the following:
(i) Self
(ii) Family
(iii) Work
(iv) Country
(v) Humanity | 10 | 4 | 1 | 6 |
| (OR) | | | | |
| b.i. Demonstrate any six characteristics of social change with examples. | 5 | 3 | 1 | 6 |
| ii. What are the types of social change/ | 5 | 3 | 1 | 6 |