

Reg. No.																			
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

B.Tech. DEGREE EXAMINATION, NOVEMBER 2019
Third Semester

18PDH103T – SOCIAL ENGINEERING
(For the candidates admitted during the academic year 2018-2019 onwards)

Note:

- (i) **Part - A** should be answered in OMR sheet within first 45 minutes and OMR sheet should be handed over to hall invigilator at the end of 45th minute.
- (ii) **Part - B** and **Part - C** should be answered in answer booklet.

Time: Three Hours

Max. Marks: 100

PART – A (20 × 1 = 20 Marks)
Answer **ALL** Questions

- Small scale social engineering is also called as _____.
 (A) Utopian social engineering (B) Democratic social engineering
 (C) Demographic social engineering (D) Small meal engineering
- Students discussed and reflected on strategies for dealing with times when they had to wait. Name the facet.
 (A) Self management (B) Well being
 (C) Self determination (D) Self regulation
- Spending money wisely by college students is responsibility towards _____.
 (A) Society (B) Work
 (C) Humanity (D) Family
- Social engineering is a process of _____ behaviour.
 (A) Manipulating (B) Influencing
 (C) Forcing (D) Provoking
- Which one of this is a non-renewable source of energy?
 (A) Hydro (B) Wind
 (C) Nuclear (D) Solar
- One of the fundamental rights to eradicate illiteracy is _____.
 (A) Right to freedom of speed (B) Right to education
 (C) Right to equality (D) Right to religion
- Who said, 'Why can't you sell brotherhood like you sell soap'?, which can be considered as the emergence of social marketing?
 (A) Philip Kotler (B) Gerald Zaltman
 (C) G.D Wiebe (D) Alan Andresen
- What is the 5th 'P' in the marketing mix pertaining to social marketing?
 (A) Promotion (B) People
 (C) Policy (D) Price

9. Which facet is related to social responsibility competency?
 (A) Self determination (B) Well being
 (C) Valuing diversity (D) Self regulation
10. The companies act, 2013 for companies (CSR) rule, came into effect on _____.
 (A) Jan 1, 2013 (B) April 1, 2014
 (C) Jan 1, 2014 (D) April 1, 2013
11. Clarifying issues, generate multiple strategies, weight consequences, compromise to meet the needs of others and evaluate other. Name the facet.
 (A) Well being (B) Solving problem in peaceful ways
 (C) Valuing diversity (D) Building relationships
12. Which section of the companies act, 2013 provides the qualifying criteria for CSR?
 (A) Section 134 (B) Section 135
 (C) Section 136 (D) Section 138
13. As a social entrepreneur Vinobha Bhave's contribution is remarkable. The movement which he initiated was
 (A) Chipko movement (B) Narmada Bachao movement
 (C) Land gift movement (D) Sarva Siksha movement
14. A social entrepreneur _____.
 (A) is a good team member (B) has a high position in the hierarchy of a company
 (C) is focused on generating great profits (D) is an agent for change: a front-runner for social change in society
15. In the following crowd funding platforms which one is originated in India?
 (A) Rang De (B) Kick starter
 (C) Indie gogo (D) Rocket hub
16. What is the primary condition that a process or an outcome must comply in order to be considered an innovation?
 (A) Novelty/newness (B) Development
 (C) Global target (D) Social value
17. In social innovation, which element is most likely to come first?
 (A) Develop the financial model (B) Understand the barriers to success
 (C) Identify the social challenge/ problem (D) Device and validate workable solution
18. Social enterprises are socially driven organizations that apply market-based strategies to achieve a social purpose, often referred to as the triple bottom line. What does the 'Triple Bottom Line' stand for?
 (A) People, planet, profit (B) Price, place, promotion
 (C) People, planet, price (D) Profit, expenses, donations
19. Rehabilitation programmes like alcoholics anonymous is an example for _____.
 (A) Alternative social change (B) Redemptive social change
 (C) Reformatory social change (D) Revolutionary social change

20. Long-term, sustainable development is important because the earth's population keeps expanding while its finite resources are rapidly being consumed and depleted. What is our current global population?
 (A) 1 billion (B) 11 billion
 (C) 7 billion (D) 90 million

PART – B (5 × 4 = 20 Marks)
 Answer ANY FIVE Questions

21. Some movements are the cause for social changes. Justify.
22. Give an example for social marketing activity with respect to public health.
23. What can be your greatest contribution towards you neighbourhood?
24. How does social entrepreneur identify social needs?
25. List out different ways a student can fulfill his/her social responsibility.
26. Explain two characteristics of social change with an example for each.
27. What are the differences between commercial marketing and social marketing?

PART – C (5 × 12 = 60 Marks)
 Answer ALL Questions

28. a. Identify any two major social movements happened in Indian in the last two decades and explain its role in bringing a social change.
 (OR)
 b. Explain the various components of individual social responsibility with appropriate examples.
29. a. List out various types of NGOs and explain their functions.
 (OR)
 b. Examine the six phases of social marketing process.
30. a. Analyse the facets and profiles of Social Responsibility Competencies.
 (OR)
 b. How is corporate social responsibility (CSR) governed in India according to The Companies Act, 2013?
31. a. Outline the ways and means of developing a business plan for a social enterprise.
 (OR)
 b. Write in detail about a success story of a social entrepreneur and its impact in the society.
32. a. Appraise the value addition and social impact created by your Student Social Responsibility (SSR) project in the society.
 (OR)
 b. How would you expand your SSR project and take it forward to needy section, if your project is going to be funded.

* * * * *