**Code: A2 – Set A**

**CAREER DEVELOPMENT CENTRE, SRMIST**

**18PDH103T – SOCIAL ENGINEERING**

**(Common to B.Tech – CSE, Civil, Biotechnology, Biomedical, Genetics, IT, Software)**

**Cycle test: 2 Duration: 2 hours Total Marks: 50**

**PART – A (Answer all the questions: 10 x 1 = 10 marks)**

1.An Organization set up to provide good and Service to people and operates on the principle that no member will receive share profit or loses of the entity is called

1. NGO
2. NPO
3. Firm
4. Company

2. Which can be registered as a trust under public trust act or as a non profit company under the

companies Act, 1956.

a.NPO

b.NGO

c. Firm

d. Public limited company.

3.”Social Marketing is the design, implementation and control of programs seeking to increase the acceptability of a social idea or practice in a target group” said by

a. W.Smith

b. Philip Kotler

c. Karl popper

d. Adam Smith

4. Indian Human Development Index (HDI) rank for 2013 is \_\_\_\_\_\_\_\_\_\_\_\_ out of 187 Countries of the World.

a. 136

b.137

c.135

d.140

5. 5R’s of Zero waste management are Refuse, Reduce, Reuse, Recycle and

a. Rot

b. Reject

c. Restate

d. Recircle

6. The term \_\_\_\_\_\_\_\_\_\_\_ mean to burn something until nothing I left but ashes.

a. Composting

b. Incineration

c. Sanitary land filing

d. Pyrolysis

7. Price, Promotion , Product and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the four P’s .

a. Profit

b. Place

c. Policy

d. Plan.

8. Which Approach under NGO targets disadvantaged group through small, locally based projects.

a. Advocacy

b. Volunteer

c. Grassroot development

d. Humanitarian

9. Organizations such as the Red cross, YMCA/YWCAs falls under which type of NGO operation?

a. Community based organization

b. City wide organization

c. National NGO

d. International NGO

10. Organizations like OXFAM and CARE, falls under which type of NGO operation?

a. Community based organization

b. City wide organization

c. National NGO

d. International NGO.

**PART- B (Answer any 4 Questions 4 x 4 = 16 marks)**

1. Differentiate between social Marketing and commercial Marketing?

2. What are the benefits of Zero waste management??

3. Explain briefly the four P’s of Marketing?

4. What are the differences between NGO and NPO?

5. Define Environmental Pollution and its impact on society.

**PART – C (Answer any 2 Questions 2 x 12 = 24marks)**

1. a. List out and explain briefly the 20 ways you can contribute to save the Environment?

OR

b. Explain the six features and the six phases of social marketing?

2. a. Define NGO and NPO with the comparison Chart. Also explain NGO types by orientation and NGO types by level of operation.

OR

b. Explain the four facets of social responsibility in detail. (6) and

Explain the five social responsibility competency profiles with comparison chart (6)