***Instruction: Write the name of the faculty handling the subject and the question paper code in the***

***ANSWER SHEET***

**Cycle Test: 3 Duration: 3hrs Total Marks: 100**

**PART – A (20 x 1 = 20 Marks)**

Answer **ALL** Questions

1. Small scale social engineering is also called as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(A) Utopian social engineering (B) Democratic social engineering

(C) Demographic social engineering (D) Small meal engineering

2. 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

3. Spending money wisely by college students isresponsibility towards \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(A) Society (B) Work (C) Humanity (D) Family

4. Social engineering is a process of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ behaviour.

(A) Manipulating (B) Influencing (C) Forcing (D) Provoking

5. Which one of this is a non-renewable source of energy?

(A) Hydro (B) Wind (C) Nuclear (D) Solar

6. One of the fundamental rights to eradicate illiteracy is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(A) Right to freedom of speech (B) Right to education

(C) Right to equality (D) Right to religion

7. Which marketing term symbolises all the communication system and methods that a marketer may use?

(A) Product (B) Promotion (C) Price (D) Place

8. Social marketing is the use of commercial marketing techniques to promote the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ that will improve the health or well-being of the target audience or of whole society.

(A) change of expression (B) change of attitude

(C) change of behaviour (D) change of mind

9. "I can interact with my friends. With some support, I can be part of a group." – Name the facet.

(A) Contributing to community (B) Solving problems peacefully

(C) Valuing diversity (D) Building relationship

10. The companies act, \_\_\_\_\_\_\_for companies (CSR) rule, gives eligibility criteria for CSR

(A) 2012 (B) 2013 (C) 2014 (D) 2015

11. Clarifying issues, generate multiple strategies, weigh consequences, compromise to meet the needs of others and evaluate others. Name the facet.

(A) Well being (B) Solving problem in peaceful ways

(C) Valuing diversity (D) Building relationships

12. A company must spend at least 2% of last 3 years average of its net profit on CSR activities as specified in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(A) Schedule VI (B) Schedule VII (C) Schedule VIII (D) Schedule IX

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.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are individuals with innovative solutions to society’s most pressing social problems. They are persistent and ambitious, tackle major social issues and offer new ideas for a wide-scale change.

(A) Social engineers (B) Social marketers (C) Social entrepreneurs (D) Social workers

15.”Ashoka: The innovators for the public” a microfinance enterprise based in US was founded by

(A) Ramakrishna (B) Bill Gates (C) Bill Drayton (D) Muhammad Yunus

16. What is the primary condition that a process or an outcome must comply to 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) Devise and validate workable solution

18. Among the choices below, the most appropriate definition for a “social entrepreneur” is

(A) An entrepreneur with a very outgoing personality

(B) Someone who develops an innovative answer to a social problem

(C) An entrepreneur who depends on social media to advertise his/her products or services

(D) An entrepreneur who works with other business partners

19. American civil rights movement is an example for

(A) Alternative social change (B) Redemptive social change

(C) Reformative 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 X 4 = 20 Marks)**

Answer **ANY FIVE** Questions

21. Some movements are the cause for social changes. Justify.

22. Differentiate NGO and NPO with examples.

23. What can be your greatest contribution towards your neighbourhood?

24. Give two examples for social entrepreneurship and explain.

25. List out different ways a student can fulfil his/ her social responsibility.

26. Explain two characteristics of social change with an example for each.

27. What are differences between social marketing and societal marketing?

**PART – C (5 x 12 = 60 Marks)**

Answer **ALL** Questions

28. a. Identify any two major social movements happened in India in the last two decades and explain its role in bringing a social change.

**OR**

b. A. Explain the concept of social engineering and its types. (6)

B. Explain the types of responsibilities with examples? (6)

29. a. List out various types of NGOs and explain their functions.

**OR**

b. Examine all the eight features of social marketing process.

30. a. Analyse the facets and profiles of social responsibility competencies.

**OR**

b. How is Corporate Social Responsibility governed in India according to the company act, 2013?

31. a. Develop your own business plan for a social enterprise which targets the upliftment of rural women.

**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?