

18PDH103T – SOCIAL ENGINEERING

(For the candidates admitted from the academic year 2018-2019 to 2021-2022)

ote:

- (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.

ime: 2½ Hours

Max. Marks: 75

PART – A (25 × 1 = 25 Marks)

Answer ALL Questions

Marks BL CO PO

1. Democratic engineering is also called as _____.
(A) Utopian social engineering (B) Small scale social engineering
(C) Piecemeal social engineering (D) Large scale social engineering
1 1 1 6
2. _____ is an example of alternative social change.
(A) "It can wait" (B) Chipko movement
(C) Alcoholics anonymous (D) Religious movement
1 1 1 7
3. Which of the following is not a cause of social change?
(A) Ideology (B) Demography
(C) Astronomy (D) Environment
1 1 1 7
4. Cipko movement is an example of _____.
(A) Alternative social change (B) Redemptive social change
(C) Reformative social change (D) Revolutionary social change
1 1 1 7
5. Treat others the way you wish to be treated is the golden rule of?
(A) Personal responsibility (B) Social responsibility
(C) Individual social responsibility (D) Corporate social responsibility
1 1 2 6
6. Environmental pollution increases the temperature of the atmosphere which results in _____.
(A) Global warming (B) Healthy living
(C) Heavy rain (D) Earth quake
1 1 2 6
7. 5R's of zero waste management is refuse, reuse, reduce, recycle and _____.
(A) Rearrange (B) Redeem
(C) ROT (D) Recover
1 1 2 7
8. The four "Ps" of marketing are product, price, place and _____.
(A) Perfectness (B) Promotion
(C) Profit (D) Principle
1 1 2 6

9. The term "Non-Governmental Organization" was first coined in
 (A) 1946 (B) 1945
 (C) 1948 (D) 1951
10. The purpose of _____ is societal benefit rather than commercial profit.
 (A) Commercial marketing (B) Social marketing
 (C) Entrepreneurship (D) Lucrative marketing
11. What is the expansion of CSR?
 (A) Corporate Social Responsibility (B) Company Social Responsibility
 (C) Corporate Society Responsibility (D) Company Society Responsibility
12. In which year was Bill and Melinda Gates foundation established?
 (A) 1990 (B) 2005
 (C) 2000 (D) 1995
13. Tesla motors that design cars combining style, acceleration and handling with advanced technologies in order to _____.
 (A) Reduce money (B) Reduce pollution
 (C) Increase speed (D) Increase brand image
14. "A global benchmark in value creation and corporate citizenship" is the mission of _____.
 (A) Google (B) Tata steel
 (C) Infosys (D) Microsoft
15. Name the social enterprise founded by Nobel Laureate Prof. Muhammed Yunus.
 (A) Rang De (B) Echoing Green
 (C) Grameen bank (D) Indiegogo
16. A kind of entrepreneurial initiative that takes up a social problem to bring a transformation in the same is called _____.
 (A) Social entrepreneurship (B) Social work
 (C) Business (D) Start-Up
17. In a social enterprise model measurable impact is created by _____.
 (A) Funding value (B) Social value
 (C) Economic value (D) Service value
18. A for-profit enterprise with the dual goals of achieving profitability and attaining beneficial returns for society is called _____.
 (A) Portfolio entrepreneurship (B) Disruptive entrepreneurship
 (C) Social entrepreneurship (D) Social business
19. "Ashoka – the innovators for the public" a microfinance enterprise based in US was founded by _____.
 (A) Ramakrishna (B) Bill Gates
 (C) Bill Drayton (D) Muhammed Yunus

20. The sole aim of social business is to serve _____.
 (A) The public sectors (B) The private sectors
 (C) The entrepreneurs (D) The downtrodden

1 1 4 7

21. Maria Montessori developed Montessori method of education which is child centered educational approach in the year _____.
 (A) 1910 (B) 1901
 (C) 1920 (D) 1921

1 1 2 6

22. NPO was formed under _____.
 (A) Companies act (B) Factories act
 (C) ESI act (D) Civil rights act

1 1 4 6

23. Health issues like obesity, or environmental problems like climate change are caused by _____.
 (A) Social behaviour (B) Institutional behaviour
 (C) Human behaviour (D) Corporate behaviour

1 1 2 7

24. Slavery is a form of _____.
 (A) Social mobility (B) Social change
 (C) Social stratification (D) Social control

1 1 2 6

25. What does PPCI stands for to social responsibility competencies?
 (A) Positive professional and cultural identity (B) Positive personal and cultural identity
 (C) Positive personal and community identity (D) Personal professional and cultural identity

1 1 2 6

PART – B (5 × 10 = 50 Marks)

Answer ALL Questions

Marks BL CO PO

26. a. Define social engineering, elucidate the importance of social engineering and differentiate the two types of social engineering.

10 2 1 6

(OR)

b. Write the characteristics and types of social change.

10 2 2 6

27. a. Explicate the five R's of zero waste management.

10 2 1 6

(OR)

b. Explain the forms of social issues prevalent in Indian society.

10 2 2 6

8. a. Explain in detail the four different types of Corporate Social Responsibility (CSR) with examples.

10 2 3 6

(OR)

b. What is social entrepreneurship? Explain the role of technology in social entrepreneurship.

10 3 4 6

29. a. Explain the types of Non-Government Organization (NGO) by their orientation and NGO types by level of operation.

(OR)

b. What is social marketing? Enumerate the eight features of social marketing.

10 2 4 6

30. a. Discuss any two social movements that have created a greater impact on the protection of nature and environment.

10 2 4 6

(OR)

b. What is social business, write about the 'Vision' and the 'Mission' statement and ideas for starting a social business and explain in detail about the plan.

10 3 3 7
