

# B.Tech/M.Tech(Integrated) DEGREE EXAMINATION, DECEMBER 2023

Third Semester

## 21PDH201T - SOCIAL ENGINEERING

(For the candidates admitted during the academic year 2022-2023 onwards)

### Note:

- 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 40<sup>th</sup> minute.
- Part - B and Part - C should be answered in answer booklet.

Time: 3 Hours

Max. Marks: 75

### PART - A (20 × 1 = 20 Marks)

Answer all Questions

Marks BL CO

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|---|--|---|---|---|
| 1. Democratic social engineering is also called -----<br>(A) Utopian social engineering<br>(C) Autocratic social engineering  | (B) Piecemeal social engineering<br>(D) Large-scale social engineering   | 1 | 1 | 4 |
| 2. Social Engineering is related to -----<br>(A) Designing<br>(C) Social development  | (B) Re-engineering of Industry<br>(D) Social groups  | 1 | 1 | 4 |
| 3. "Society is a web of Social Relationships", is a quote by -----<br>(A) Mac Iver and Page<br>(C) Heraclitus   | (B) Fitcher<br>(D) A.W.Grew  | 1 | 1 | 2 |
| 4. A philanthropist is someone who involves in -----<br>(A) Politics<br>(C) Planting trees  | (B) Teaching<br>(D) Generous donation of money for good cause  | 1 | 1 | 2 |
| 5. "We wish to be good citizens of every community in which we operate." This is -----<br>(A) Legal Act<br>(C) Political and Social Code  | (B) Ethical Code<br>(D) Legal Rule   | 1 | 2 | 2 |
| 6. Individuals can actively support the Sustainable Development Goals by -----<br>(A) Promoting wasteful consumption<br>(C) Reducing public awareness about the goals   | (B) Advocating for sustainable practices<br>(D) Ignoring local implementation efforts                            | 1 | 2 | 2 |
| 7. Which of the following challenges is encountered during the implementation of the Sustainable Development Goals?<br>(A) Climate change leading to reduced extreme weather events<br>(C) Increased collaboration between stakeholders | (B) Excessive funding from governments<br>(D) Inequality and disparities persisting within and between countries | 1 | 2 | 2 |
| 8. NGO was first formed by the -----<br>(A) UNICEF<br>(C) WHO   | (B) UN<br>(D) ILO  | 1 | 1 | 1 |
| 9. Which of the following is NOT one of the elements of the PERMA model?<br>(A) Positive emotions<br>(C) Relationships  | (B) Engagement<br>(D) Jealousy   | 1 | 2 | 1 |

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|---|---|---|---|
| 10. What does PPCI stand for with respect to Social Responsibility Competencies?        | 1 | 1 | 2 |
| (A) Positive Personal and Cultural Identity   |   |   |   |
| (B) Primary Personal and Cultural Identity  |   |   |   |
| (C) Positive Personal and Coronary Identity   |   |   |   |
| (D) Positive Personal and Cultural Intervention   |   |   |   |
| 11. The concept of Corporate Social Responsibility in ancient India dates back to ----- | 1 | 1 | 2 |
| (A) The Mauryas   |   |   |   |
| (B) The Cholas  |   |   |   |
| (C) King Bharat   |   |   |   |
| (D) The Mughals   |   |   |   |
| 12. Mindfulness, as per the PERMA model, refers to -----                                | 1 | 2 | 1 |
| (A) The pursuit of meaningful goals   |   |   |   |
| (B) The state of being fully absorbed and energized in an activity                      |   |   |   |
| (C) The quality of one's social connections and interactions                            |   |   |   |
| (D) Being aware of the present moment without judgment                                  |   |   |   |
| 13. An NPO is registered under -----  | 1 | 1 | 2 |
| (A) Section 12aa  |   |   |   |
| (B) Citizenship Act   |   |   |   |
| (C) Section 8 of the Companies Act  |   |   |   |
| (D) Bureau of Indian Standard Act   |   |   |   |
| 14. Which one is NOT a facet of Social Responsibility?                                  | 1 | 1 | 2 |
| (A) Valuing Diversity   |   |   |   |
| (B) Building Relationships  |   |   |   |
| (C) Caring for the Environment  |   |   |   |
| (D) Solving problems in a conflicting manner  |   |   |   |
| 15. Which of the following is not the characteristic of a social entrepreneur?          | 1 | 2 | 3 |
| (A) An innovator  |   |   |   |
| (B) A learner   |   |   |   |
| (C) A populist  |   |   |   |
| (D) An adaptor  |   |   |   |
| 16. A Common ground for all Social entrepreneurs is to fight against -----              | 1 | 2 | 3 |
| (A) Injustice   |   |   |   |
| (B) Global hunger   |   |   |   |
| (C) Advancement in technology   |   |   |   |
| (D) Lack of transport   |   |   |   |
| 17. Social marketing aims to influence -----  | 1 | 1 | 3 |
| (A) Behavior  |   |   |   |
| (B) Environment   |   |   |   |
| (C) Society   |   |   |   |
| (D) Targeted Group  |   |   |   |
| 18. ----- is the social enterprise founded by Nobel laureate Prof. Muhammed Yunus.      | 1 | 1 | 3 |
| (A) Rang De   |   |   |   |
| (B) Echoing green   |   |   |   |
| (C) Grameen Bank  |   |   |   |
| (D) Indiegogo   |   |   |   |
| 19. What is the value proposition in a Social Business Model Canvas?                    | 1 | 2 | 3 |
| (A) The way we interact with the customer   |   |   |   |
| (B) Generating revenue from each customer   |   |   |   |
| (C) Service after sales   |   |   |   |
| (D) Value that meets the customer satisfaction  |   |   |   |
| 20. What does SEWA stand for?   | 1 | 1 | 3 |
| (A) Self-Employed Women's Association   |   |   |   |
| (B) Service Employed Women's Association  |   |   |   |
| (C) Safe Employed Women's Association   |   |   |   |
| (D) Self-Employed Wage Association  |   |   |   |

**PART - B (4 × 10 = 40 Marks)**

Answer any 4 Questions

Marks BL CO

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|--|----|---|---|
| 21. Examine the differences between Piecemeal and Utopian Social Engineering with examples.  | 10 | 3 | 4 |
| 22. Analyze the role of technology and innovation in advancing progress towards any five SDGs. Explain how technology has been used effectively with examples. | 10 | 4 | 2 |

23. Explain the Corporate Social Responsibility (CSR) activities of any two Indian companies adding a brief note about the companies.	10	4	2
24. Elucidate the applications of the PERMA Model of Well-being with examples.	10	3	2
25. Differentiate commercial marketing, social marketing and societal marketing with appropriate examples.	10	3	3
26. Identify and elaborate on any four social awareness initiatives that you would implement in your community.	10	4	3

**PART - C (1 × 15 = 15 Marks)**

**Marks BL CO**

**Answer any 1 Questions**

27. Identify and explain any three social movements that have created a greater impact on the protection of nature and the environment.	15	4	3
28. Examine the different types of social entrepreneurs and the role of technology in social entrepreneurship.	15	3	3

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