

B.Tech. DEGREE EXAMINATION, NOVEMBER 2023
Fourth Semester

18PDH103T – SOCIAL ENGINEERING

(For the candidates admitted during the academic year 2018-2019 to 2019-2020)

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

Marks BL CO PO

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| 1. An intolerable method which increases human suffering
(A) Small scale social engineering (B) Piecemeal social engineering
(C) Large scale social engineering (D) Democratic social engineering | 1 | 1 | 1 | 6 |
| 2. Social change is _____.
(A) Uniform (B) Universal
(C) Unidirectional (D) Bidirectional | 1 | 2 | 1 | 6 |
| 3. Social engineering is a process of _____ behavior.
(A) Forcing (B) Managing
(C) Influencing (D) Manipulating | 1 | 2 | 1 | 6 |
| 4. Spending money wisely by students is a responsibility towards _____.
(A) Family (B) Self
(C) Society (D) Government | 1 | 2 | 1 | 6 |
| 5. _____ involves trying to change people's actual behavior, not just their attitudes or awareness.
(A) Advertising (B) Promotion
(C) Social marketing (D) Marketing management | 1 | 1 | 1 | 6 |
| 6. In the context of waste management, using handkerchiefs instead of disposable tissue papers is the concept of _____.
(A) Refuse (B) Reuse
(C) Reduce (D) Rot | 1 | 1 | 1 | 6 |
| 7. A social issue which is related to section 377 of Indian Penal Code is _____.
(A) Child labour (B) Child trafficking
(C) Homosexuality (D) Crimes against women | 1 | 1 | 1 | 7 |
| 8. One of the major reasons for female foeticide in our country is _____.
(A) Patriarchy system (B) Dowry system
(C) Child marriage (D) Domestic violence | 1 | 1 | 4 | 9 |

9. The issue which is the most apt to cause discomfort in the workplace is _____. 1 2 3 6
 (A) Social responsibility (B) Language difference
 (C) Different rituals (D) Difference in behavior
10. Looking after the welfare of the employees by ensuring fair labour practices for the employees is _____. 1 1 2 6
 (A) Social responsibility (B) Corporate responsibility
 (C) Ethical responsibility (D) Philanthropic responsibility
11. Pollution which does not cause persistent harm to life supporting system is 1 1 3 6
 (A) Noise pollution (B) Radiation pollution
 (C) Organochlorine pollution (D) Air pollution
12. Which of the activity qualifies for corporate social responsibility? 1 2 3 6
 (A) Sponsorship of TV programme (B) Advertisements
 (C) Awards (D) Promoting education
13. Which of the following is not a personal characteristic found in a social entrepreneur? 1 1 4 9
 (A) Lack of megalomaniac (B) Preseverence
 (C) Innovation (D) Problem solving
14. The purpose of social business plan is to _____. 1 1 1 7
 (A) attract finance (B) bring behavioral change
 (C) marketing social products (D) Make profits
15. Which statement is not true of entrepreneurs? 1 1 3 8
 (A) They apply innovative ideas (B) They generally stick to the processes already in use
 (C) They take risks (D) They are agents of adjustment
16. The low level of literacy rate hinders the _____ development of a country. 1 2 6 6
 (A) Industrial (B) Agricultural
 (C) Economic (D) Environmental
17. Development of personal awareness and responsibility begins _____. 1 1 5 8
 (A) within families and (B) with friends and relatives communities
 (C) during school days (D) with self motivation
18. Large scale social engineering is also called as _____. 1 2 4 7
 (A) Utopian social engineering (B) Piecemeal social engineering
 (C) Large social engineering (D) Demographic social engineering
19. Social engineers use _____ methods to analyze and understand Social 1 2 5 6
 systems.
 (A) Scientific (B) Personal
 (C) Technological (D) Experimental
20. Which social issue can be a major cause for all other social issues? 1 1 3 6
 (A) Corruption (B) Population
 (C) Pollution (D) Water scarcity

PART – B (5 × 4 = 20 Marks)

Answer ANY FIVE Questions

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| 21. List out the situations where small scale social engineering can be implemented. | 4 | 3 | 2 | 9 |
| 22. Identify four major social issues in India. | 4 | 3 | 2 | 7 |
| 23. Explain the importance of corporate social responsibility. | 4 | 3 | 4 | 6 |
| 24. What are the advantages of social enterprises? | 4 | 3 | 5 | 6 |
| 25. One social change will trigger another social change. Justify with examples. | 4 | 3 | 4 | 7 |
| 26. Discuss the impact of social responsibility towards business community in the field of industry. | 4 | 3 | 6 | 9 |
| 27. Give implementable solutions to solve crimes against women. | 4 | 2 | 2 | 10 |

PART – C (5 × 12 = 60 Marks)

Answer ALL Questions

Marks BL CO PO

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| 28. a. Differentiate between Piecemeal and Utopian social engineering. Give relevant examples for every aspect. | 12 | 2 | 3 | 7 |
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| b. Explain four characteristics and four causes of social change. | 12 | 2 | 3 | 7 |
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| 29. a. Analyze with examples the process of | 12 | 3 | 3 | 6 |
| (i) Solid waste management | | | | |
| (ii) E-waste management | | | | |

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| b. Discuss six practical solutions government can take to solve water scarcity and water pollution. | 12 | 3 | 5 | 6 |
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| 30. a. Enumerate and explain social responsibility competency profiles. | 12 | 3 | 3 | 8 |
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| b.i. What is social business? Explain with examples. | 6 | 3 | 4 | 7 |
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| ii. Discuss the role of technology in social entrepreneurship. | 6 | 3 | 4 | 7 |
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| 31. a. Explain the impact of social entrepreneurs in the society. | 12 | 3 | 5 | 6 |
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| b.i. Recall the history of social entrepreneurship. | 6 | 3 | 5 | 6 |
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| ii. Construct a business plan for a product of social cause. | 6 | 3 | 5 | 6 |
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| 32. a. Explain in detail how social engineering concepts will lead to a positive social change. | 12 | 3 | 6 | 7 |
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| b. Discuss the learning experiences you had during your Student Social Responsibility Project. | 12 | 3 | 4 | 6 |
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