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B.Tech. DEGREE EXAMINATION, JANUARY 2024
Fourth Semester

18PDH103T – SOCIAL ENGINEERING

(For the candidates admitted during the academic year 2020-2021 & 2021-2022)

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)

Marks BL CO PO

Answer **ALL** Questions

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|---|---|---|---|---|
| 1. _____ advocates piecemeal social engineering. | 1 | 1 | 1 | 6 |
| (A) Adam Smith | | | | |
| (B) Karl Cooper | | | | |
| (C) Karl Popper | | | | |
| (D) Charles Lindholm | | | | |
| 2. Changes in the culture, tradition beliefs and symbols is called _____. | 1 | 2 | 1 | 6 |
| (A) Change in social structure | | | | |
| (B) Social change | | | | |
| (C) Change in law | | | | |
| (D) Change in technology | | | | |
| 3. A philanthropist is someone who involves in _____. | 1 | 2 | 1 | 6 |
| (A) Planting trees | | | | |
| (B) Teaching | | | | |
| (C) Generous donation of money for good cause | | | | |
| (D) Politics | | | | |
| 4. Democratic social engineering is otherwise called _____. | 1 | 2 | 1 | 6 |
| (A) Utopian | | | | |
| (B) Piecemeal social engineering | | | | |
| (C) Large scale | | | | |
| (D) Social trends | | | | |
| 5. _____ involves trying to change people's actual behavior, not just their attitudes or awareness. | 1 | 1 | 1 | 6 |
| (A) Advertising | | | | |
| (B) Promotion | | | | |
| (C) Social marketing | | | | |
| (D) Marketing management | | | | |
| 6. In the context of waste management, using handkerchiefs instead of disposable tissue papers is the concept of _____. | 1 | 1 | 1 | 6 |
| (A) Refuse | | | | |
| (B) Reuse | | | | |
| (C) Reduce | | | | |
| (D) Rot | | | | |
| 7. A social issue which is related to section 377 of Indian Penal Code is _____. | 1 | 1 | 1 | 7 |
| (A) Child labour | | | | |
| (B) Child trafficking | | | | |
| (C) Homosexuality | | | | |
| (D) Crimes against women | | | | |
| 8. One of the major reasons for female foeticide in our country is _____. | 1 | 1 | 4 | 9 |
| (A) Patriarchy system | | | | |
| (B) Dowry system | | | | |
| (C) Child marriage | | | | |
| (D) Domestic violence | | | | |

9. Social marketing aims to influence _____ that benefit individuals and communities for a greater social good. 1 2 3 6
 (A) Economy (B) Health
 (C) Behaviours (D) Well-being
10. The four facets of social responsibility are valuing diversity, building relationships, solving problems in peaceful ways and _____. 1 1 2 6
 (A) Personal identity (B) Narcissist
 (C) Contributing to the community (D) Beneficiary and environment
11. What is the expansion of CSR? 1 1 3 6
 (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? 1 2 3 6
 (A) 1990 (B) 2005
 (C) 2000 (D) 1995
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. In a social enterprise model measurable impact is created by _____. 1 1 5 8
 (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 _____. 1 2 4 7
 (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 _____. 1 2 5 6
 (A) Ramakrishna (B) Bill Gates
 (C) Bill Drayton (D) Muhammed Yunus

