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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)

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(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 45<sup>th</sup> minute.

(i	i)	Part - B and Part - C should be answered	in ans	swer booklet.				
Γim	ıe: T	Three Hours		Max. I	Marks	: 10	0	
$PART - A (20 \times 1 = 20 Marks)$ Answer ALL Questions				Marks	BL	со	РО	
	1	advocates piecemeal social en	oine	erino	1	1	1	6
	1.	(A) Adam Smith		Karl Cooper				
		(C) Karl Popper		Charles Lindbolm				
	2.	Changes in the culture, tradition beliefs	and	symbols is called	1	2	1	6
		(A) Change in social structure		-				
		(C) Change in law		Change in technology				
	3.	A philanthropist is someone who involve	ves ir	1	1	2	1	6
		(A) Planting trees		Teaching				
		(C) Generous donation of money for good cause	(D)	Politics				
	4.	Democratic social engineering is otherw	wise o	called	1	2	1	6
		(A) Utopian	(B)	Piecemeal social engineering				
		(C) Large scale	(D)	Social trends				
	5.	involves trying to change pattitudes or awareness.	eopl	e's actual behavior, not just their	1	1	1	6
		(A) Advertising	(B)	Promotion				
		(C) Social marketing	(D)	Marketing management				
	6.	In the context of waste management, utissue papers is the concept of	ısing 	handkerchiefs instead of disposable	1	1	1	6
		(A) Refuse	(B)	Reuse				
		(C) Reduce	(D)	Rot				
	7.	A social issue which is related to sectio	n 37′	7 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 for	eticid	e in our country is	1	1	4	9
		(A) Patriarchy system		Dowry system				
		(C) Child marriage	(D)	Domestic violence				

9.	Social marketing aims to influence communities for a greater social good.  (A) Economy  (C) Behaviours	(B) Health (D) Well-being	1	2	3	6
10.	The four facets of social respons relationships, solving problems in peace (A) Personal identity (C) Contributing to the community	ibility are valuing diversity, building eful ways and(B) Narcissist	1	1	2	6
	and environment					
11.	<ul><li>What is the expansion of CSR?</li><li>(A) Corporate Social Responsibility</li><li>(C) Corporate Society Responsibility</li></ul>		1	1	3	6
12.	In which year was Bill and Melinda Ga (A) 1990 (C) 2000	tes foundation established? (B) 2005 (D) 1995	1	2	3	6
13.	Which of the following is not a pe	ersonal characteristic found in a social	1	1	4	9
	entrepreneur? (A) Lack of megalomaniac (C) Innovation	<ul><li>(B) Preseverence</li><li>(D) Problem solving</li></ul>				
14.	The purpose of social business plan is t	0	1	1	1	7
	<ul><li>(A) attract finance</li><li>(C) marketing social products</li></ul>	<ul><li>(B) bring behavioral change</li><li>(D) Make profits</li></ul>				
15.	Which statement is not true of entrepren	neurs?	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 th		1	2	6	6
	<ul><li>(A) Industrial</li><li>(C) Economic</li></ul>	<ul><li>(B) Agricultural</li><li>(D) Environmental</li></ul>				
17	In a social enterprise model measurable	impact is created by	1	1	5	8
178	(A) Funding value	(B) Social value				
	(C) Economic value	(D) Service value				
18.	A for-profit enterprise with the dual gobeneficial returns for society is called _	als of achieving profitability and attaining	1	2	4	7
	(A) Portfolio entrepreneurship					
	(C) Social entrepreneurship	(D) Social business				
19.	"Ashoka – the innovators for the publi was founded by	c" a microfinance enterprise based in US	1	2	5	6
	(A) Ramakrishna	(B) Bill Gates				
	(C) Bill Drayton	(D) Muhammed Yunus				

20.	NPO was formed under  (A) Companies act (B) Factories act (C) ESI act (D) Civil rights act	1	1	3	6	
	PART – B ( $5 \times 4 = 20$ Marks) Answer ANY FIVE Questions	Marks	BL	со	PO	
21.	List out the situations where small scale social engineering can be implemented.	4	3	2	9	
22.	Demonstrate any six characteristics of social change with examples.	4	3	2	7	
23.	Define a society? Briefly explain the evolution of the society.				6	
24.	What are the advantages of social enterprises?				6	
25.	Explain the types of NGO by their orientation.	4	3	4	7	
26.	Describe the components of ISR.	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	со	РО	
28. a.	Differentiate between Piecemeal and Utopian social engineering. Give relevant examples for every aspect.	12	2	3	7	
	(OR)	12	2	3	7	
	Explain four characteristics and four causes of social change.	12	3		6	
29. a.	Explicate the five R's of zero waste management.	12	,	J	U	
b.	(OR) Explain the forms of social issues prevalent in Indian society.	12	3	5	6	
30. a.	Enumerate and explain social responsibility competency profiles.	12	3	3	8	
b.i.	(OR) What is social business? Explain with examples.	6	3	4	7	
ii.	Discuss the role of technology in social entrepreneurship.	6	3	4	7	
31. a.	Explain the impact of social entrepreneurs in the society.	12	3	5	6	
b.i.	(OR) Recall the history of social entrepreneurship.	6	3	5	6	
ii.	Construct a business plan for a product of social cause.	6	3	5	6	
32. a.	Define Social Engineering. Difference between Utopian and Piecemeal Social Engineering.	12	3	6	7	
	(OR)					
b.	Write about any two Social Movements.	12	3	4	6	

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