

Reg. No 19

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:

- 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 and Part - C should be answered in answer booklet.

Time: 3 Hours

PART - A (20 × 1 = 20 Marks)

Answer all Questions

Max. Marks: 75

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

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|---|---|---|---|-----|
| 10. What does PPCI stand for with respect to Social Responsibility Competencies? | 1 | 1 | 2 | 23. |
| (A) Positive Personal and Cultural Identity | | | | |
| (B) Primary Personal and Cultural Identity | | | | 24. |
| (C) Positive Personal and Coronary Identity | | | | 25 |
| (D) Positive Personal and Cultural Intervention | | | | 26 |
| 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 |
|--|-------|----|----|
| 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 |

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|---|----|---|---|
| 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)

Answer any 1 Questions

Marks BL CO

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|---|----|---|---|
| 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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