

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

Fourth Semester

21PDH201T – SOCIAL ENGINEERING

(For the candidates admitted from 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

Max. Marks: 75

PART – A (20 × 1 = 20Marks)

Answer ALL Questions

- | | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 1. Piecemeal social engineering is also called as _____.
(A) Utopian social engineering (B) Autocratic social engineering
(C) Democratic social engineering (D) Large scale social engineering | 1 | 1 | 4 | 6 |
| 2. Moral responsibility is based on _____.
(A) Sympathy (B) A social contract
(C) Practical reason (D) Values and ethics | 1 | 1 | 4 | 6 |
| 3. Which of the following is not a cause of social change?
(A) Ideology (B) Demography
(C) Astronomy (D) Environment | 1 | 1 | 4 | 6 |
| 4. Who said "It is impossible for a man to jump into the river twice"?
(A) A.W. Grew (B) Heraclitus
(C) David F. Aberle (D) Maciver and page | 1 | 1 | 4 | 7 |
| 5. Personal awareness and responsibility includes personal _____ self-advocacy.
(A) Efficacy (B) Impotence
(C) Feebleness (D) Inadequacy | 1 | 1 | 4 | 6 |
| 6. Changes in the culture, tradition, beliefs and symbols is called _____.
(A) Change in social structure (B) Social change
(C) Change in law (D) Change in technology | 1 | 1 | 4 | 6 |
| 7. The cause of population rise in India is _____.
(A) Child labour (B) Clean surrounding
(C) Increased birth rate (D) Poverty | 1 | 1 | 1 | 7 |
| 8. Where is the color coding of waste management mostly used?
(A) Industrial waste management (B) Greenhouse waste management
(C) Hospital waste management (D) Toxic waste management | 1 | 1 | 2 | 7 |

9. NGO was first formed by _____.
 (A) UNICEF (B) UNO
 (C) WHO (D) ILO
10. What does PPCI stand for with respect to social emotion learning (SEL) competencies?
 (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. Which of the following is the secondary treatment of sewage water?
 (A) Biological treatment (B) Activated sludge process
 (C) Aeration method (D) Sludge process
12. "We desire to be a good general public of every neighborhood". This is _____.
 (A) Legal act (B) Political and social code
 (C) Ethical code (D) Legal rule
13. Brand equity is founded on values such as trust, credibility, reliability, quality and _____.
 (A) Incongruous (B) Confictive
 (C) Consistency (D) Heterogenous
14. What is meant by the phrase CSR?
 (A) Corporate social responsibility (B) Company social responsibility
 (C) Corporate society responsibility (D) Company society responsibility
15. Social marketing aims to influence _____.
 (A) Behaviour (B) Environment
 (C) Society (D) Targeted group
16. Name the social enterprise founded by Nobel Laureate Prof. Mohammed Yunus is _____.
 (A) Rang De (B) Echoing green
 (C) Grameen Bank (D) Indiegogo
17. The concept of social business was given by _____.
 (A) Gerald Whitman (B) Mohammed Yunus
 (C) Stany Williams (D) Albert Giftson
18. Social entrepreneurship is all about recognizing the social problems and achieving a social change by employing _____.
 (A) Marketing principles (B) Entrepreneurial principles
 (C) Social principles (D) Social ventures
19. _____ will describe the company as well as management's philosophy.
 (A) Company description (B) Financial statement
 (C) Executive summary (D) Market strategy

20. What does SEWA stand for?
 (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 FOUR Questions

Marks BL CO PO

21. Explain the importance of social engineering and distinguish between the two types of social engineering. 10 2 4 6
22. Explain the factors of personal responsibility competencies and its profiles. 10 2 3 6
23. List the different responsibilities (2 each) an individual needs to fulfill towards the following aspects:
 (i) Self
 (ii) Family
 (iii) Work
 (iv) Country
 (v) Humanity 10 2 2 7
24. Discuss on the 5 R's of zero waste management with examples. 10 2 2 7
25. Distinguish between social and commercial marketing and explain any five features of social marketing. 10 2 3 8
26. Write about social enterprises and explain the advantages of social enterprises. 10 2 3 9

PART – C (1 × 15 = 15 Marks)
 Answer ANY ONE Question

Marks BL CO PO

27. Draft a business plan for your own social business which includes the following
 (i) Aim
 (ii) Objectives
 (iii) Mission
 (iv) Roles and responsibilities 15 2 4 9,10
28. Discuss about any three social movements that have created a greater social impact in India. 15 2 3 10
