

Reg. No.															
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**B.Tech. DEGREE EXAMINATION, DECEMBER 2023**  
Fourth Semester

**18PDH103T – SOCIAL ENGINEERING**

*(For the candidates admitted from the academic year 2018-2019 to 2021-2022)*

**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 40<sup>th</sup> minute.
- (ii) **Part - B & Part - C** should be answered in answer booklet.

Time: 3 hours

Max. Marks: 100

**PART – A (20 × 1 = 20 Marks)**

Marks    BL    CO    PO

Answer **ALL** Questions

- |   |   |   |   |   |
|---|---|---|---|---|
| 1. _____ advocates piecemeal social engineering.  | 1 | 1 | 1 | 6 |
| (A) Adam Smith  |   |   |   |   |
| (B) Mc Miller   |   |   |   |   |
| (C) Karl Popper   |   |   |   |   |
| (D) Charles Lindbolm  |   |   |   |   |
| 2. Democratic social engineering is otherwise called _____ social engineering.  | 1 | 1 | 1 | 6 |
| (A) Utopian   |   |   |   |   |
| (B) Piecemeal   |   |   |   |   |
| (C) Livid   |   |   |   |   |
| (D) Symbolic  |   |   |   |   |
| 3. SEL, under personal awareness, means _____.  | 1 | 1 | 1 | 6 |
| (A) Society and Educational Learnings   |   |   |   |   |
| (B) Self and Empowerment Lessons  |   |   |   |   |
| (C) Safety Engineering Lessons  |   |   |   |   |
| (D) Social and Emotional Learning   |   |   |   |   |
| 4. Chipko movement is an example of _____.  | 1 | 1 | 1 | 6 |
| (A) Alternative social change   |   |   |   |   |
| (B) Redemptive social change  |   |   |   |   |
| (C) Reformative social change   |   |   |   |   |
| (D) Revolutionary social change   |   |   |   |   |
| 5. A philanthropist is someone who involves in _____.   | 1 | 1 | 1 | 6 |
| (A) Plating trees   |   |   |   |   |
| (B) Teaching  |   |   |   |   |
| (C) Generous donation of money for good cause   |   |   |   |   |
| (D) Politics  |   |   |   |   |
| 6. 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 and caring for the environment  |   |   |   |   |
| (D) Beneficiary   |   |   |   |   |
| 7. Which of the following disease can be caused by stagnant water?  | 1 | 1 | 1 | 7 |
| (A) Chicken pox   |   |   |   |   |
| (B) Pneumonia   |   |   |   |   |
| (C) Malaria   |   |   |   |   |
| (D) Polio   |   |   |   |   |

8. An association formed by citizens that functions completely autonomous form government, to perform broad spectrum of services and humanitarian function is called \_\_\_\_\_.  
 (A) NGO (B) NPO  
 (C) Civil society organization (D) Foundation
9. The purpose of \_\_\_\_\_ is societal benefit rather than commercial profit.  
 (A) Commercial marketing (B) Social marketing  
 (C) Entrepreneurship (D) Lucrative marketing
10. "Stop deforestation to beat the increasing air pollution"- it is a catchy slogan to campaign against \_\_\_\_\_.  
 (A) Child labour (B) Lack of water  
 (C) Cutting of trees (D) Afforestation
11. Zakaat is the law of sharing one's earnings with the poor in \_\_\_\_\_.  
 (A) Hinduism (B) Islam  
 (C) Christianity (D) Sikhism
12. "I am aware of different aspects of my life' revolves around \_\_\_\_\_.  
 (A) Business ideas (B) Decision making ability  
 (C) Social responsibility (D) Positive personal and cultural identity
13. Corporate social responsibility initiatives are based on which of the following categories?  
 (A) Ethical responsibility (B) Emotional responsibility  
 (C) Global responsibility (D) People responsibility
14. What is the minimum percentage, the board of directors shall make sure that the company spends in every financial year as per CSR policy.  
 (A) 5% (B) 4%  
 (C) 2% (D) 3%
15. A common ground for all social entrepreneurs is to fight against \_\_\_\_\_.  
 (A) Injustice (B) Global hunger  
 (C) Advancement in technology (D) Lack of transport
16. In a social enterprise model, measurable impact is created by \_\_\_\_\_.  
 (A) Funding value (B) Social value  
 (C) Economic value (D) Service value
17. "Ashoka – the innovators for the public" a micro finance enterprise based in US was founded by \_\_\_\_\_.  
 (A) Ramakrishna (B) Bill Gates  
 (C) Bill Drayton (D) Mohammed Yunus
18. The sole aim of social business is to serve \_\_\_\_\_.  
 (A) The public sectors (B) The private sectors  
 (C) The entrepreneurs (D) The downtrodden

- |  |   |   |   |   |
|--|---|---|---|---|
| 19. A kind of entrepreneurial initiative that takes up a social problem to bring a transformation in the same is called _____.           | 1 | 1 | 4 | 8 |
| (A) Social entrepreneurship  |   |   |   |   |
| (B) Social work  |   |   |   |   |
| (C) Business   |   |   |   |   |
| (D) Start up   |   |   |   |   |
| 20. A for-profit enterprise with the dual goals of achieving profitability and attaining beneficial returns for society is called _____. | 1 | 1 | 4 | 1 |
| (A) Portfolio entrepreneurship   |   |   |   |   |
| (B) Disruptive entrepreneurship  |   |   |   |   |
| (C) Social entrepreneurship  |   |   |   |   |
| (D) Social business  |   |   |   |   |

**PART – B (5 × 4 = 20 Marks)**

Marks BL CO PO

Answer ANY FIVE Questions

- |   |   |   |   |   |
|---|---|---|---|---|
| 21. List the different responsibilities (4 each) an individual need to fulfill toward | 4 | 2 | 1 | 6 |
| (i) Self  |   |   |   |   |
| (ii) Family   |   |   |   |   |
| 22. Define a society? Briefly explain the evolution of the society.                   | 4 | 1 | 2 | 6 |
| 23. Write any four causes of social change and explain them.                          | 4 | 2 | 2 | 6 |
| 24. Explain global warming and climate change.  | 4 | 2 | 2 | 7 |
| 25. List the characteristics of social entrepreneurs.                                 | 4 | 2 | 4 | 7 |
| 26. Explain the types of NGO by their orientation.                                    | 4 | 2 | 4 | 7 |
| 27. Describe the components of ISR.   | 4 | 2 | 3 | 7 |

**PART – C (5 × 12 = 60 Marks)**

Marks BL CO PO

Answer ALL Questions

- |   |    |   |   |   |
|---|----|---|---|---|
| 28. a. Define social engineering. Elucidate the importance of social engineering and differentiate the two types of social engineering. | 12 | 2 | 1 | 6 |
| (OR)  |    |   |   |   |
| b. Describe the causes for social change and mention the types of social change with examples.  | 12 | 2 | 1 | 6 |
| 29. a. List 20 easy ways you can contribute to save the environment.  | 12 | 2 | 2 | 7 |
| (OR)  |    |   |   |   |
| b. Explain in detail about social responsibility competency profiles.   | 12 | 2 | 2 | 7 |
| 30. a. Briefly explain the CSR activities of any three corporates.  | 12 | 2 | 3 | 7 |

(OR)

b. What are the different types of individual responsibilities? Highlight your real time responsibility activities. 12 2 3 7

31. a. What is an NGO? Explain the types and working of NGO. 12 2 4 7

**(OR)**

b. Explicate the role of technology in social entrepreneurship. 12 2 4 7

32. a. Explain the five R's of zero waste management. 12 2 2 7

**(OR)**

b. Create your own business plan, shedding light on your: 12 2 2 7

- Vision
- Mission
- Market analysis
- Competitive analysis
- Products / services
- Marketing and sales
- Operations
- Evaluation and assessment

\* \* \* \* \*