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**Course Title: Introduction to Sociology**

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**Q1.**

**(a)**

Sociology is an important part of any business. We say this because, let’s face, the actual business transaction happens between people. Having a good understanding of human behavior based on your background in sociology helps you to grow your business in ways others can’t.  
In other words, sociology can help business owners, marketers and managers to develop skills that come in handy whether you’re researching the market conditions, trying to improve your products/services, or looking to boost the morale of your team. Sociology helps you to understand the cultural and social aspects that shape each member of your team. With this knowledge, you can avoid alienating staff members or hurting company loyalty. Sociology offers you an advantage when dealing with employees in the workplace.  
**Example:**   
Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.” Coming from a businessman who owns more than 60 companies (under the Virgin Group); these words carry a lot of weight.  
  
**(b)**   
The global pandemic, COVID-19 is the most upward problem all over the world, and huge number of population has been affected. We as a member of this society should give awareness to all those people who lack some information about the avoidance of this virus. However, it cannot eliminate the pandemic situation completely but keeping in the mind the rapid increase of the under-effects, we should really consider staying home, because *the change starts with you.* Education is making it possible to keep up-to-date with the world, therefore, any cure or medicine invented can be known through the internet. Online examination system is one of the steps we are taking by staying home and not wasting a single time of learning. Corona virus-related disruption can give educators time to rethink the sector. Technology has stepped into the breach, and will continue to play a key role in educating future generations. In a world where knowledge is a mouse-click away, the role of the educator must change too.

**Q2.**

**(a)**

**5 characteristics of Pakistani Culture:**   
**1.** Islamic Values: Pakistani culture is actually a part of the contemporary Islamic civilization which draws its value and traditions from Islam and rich Islamic history. Majority of population comprises of Muslims and follows teachings of Islam, i.e. belief in one Allah, Prophet Hood of Hazrat Muhammad P.B.U.H, brotherhood, equality and social justice etc. Islam is religion of peace and patience. Pakistani society is very cooperative. National calendar is marked by religious days which are observed with great devotion  
**2.** National and regional Languages: Pakistan is a large country which comprises of four provinces, the Federally Administered Tribal Areas (FATA) and Federally Administered Northern Areas (FANA). All of these component parts have their own regional languages. As such Punjabi, Pashtu, Sindhi, Balochi and Kashmiri are regional languages. However, Urdu is the national language which is spoken and understood in all parts of the country.  
**3.** Fairs and festivals: The culture of Pakistan has great tradition of Fairs and festivals. These fairs are held in all parts of the country. Moreover, annual years of great saints are held to commemorate their anniversaries. On these occasions, fairs are also held in which people take part in great numbers. Out of these the Horse and Cattle shows of Lahore, Mianwali and Sibi are famous whereas the Polo festival of Gilgit is prominent at national and international level. Moreover annual years of Hazrat Daata Ganj Bakhsh, Madhu Lal Hussain, Baba Bulhay Shah, Baba Farid Gunj Shakar, Baba Gulu Shah, Pir Jamaat Ali Shah, Abdul Latif Bhitaii, Hazrat Noshah Ganj Bakhsh, Bari Imam, Lal Shahbaz Qalandar, and Bahauddin Zakriya are celebrated with great fervor.  
**4.** Varity 0f dresses: Pakistani culture is rich in variety of dresses: The people of Punjab, the Pathans of NWFP, the Baluchi people and the Sindhis wear their own distinct dresses. These dresses are very colorful and prominent and give attractive look during national fairs and festivals.  
  
**5.** Rich literature: Pakistani culture is rich in the literatures of Urdu, Punjabi, Sindhi, Pashtu, Baluchi and Kashmiri languages. Urdu literature boasts of the masterpieces of Maulana Azad, Iqbal, Shibli, Hali, Ghalib, Agha Hashar, Manto and Faiz whereas the Punjabi literature stands out with great names like Waris Shah, Sultan Bahu, Ghulam Farid, Bulhay Shah and Shah Hussain etc. Similarly, Sindhi literature glitters with the masterpieces of Shah Abdul Latif, Sachal Sarmast, Shah Qadir Bakhsh, and Faqir Nabi Bakhsh. The Pushto literature also boasts of names like Sheikh Saleh, Raghoon Khan, Akhund dardeeza, Khushal Khan Khattak and Rahman Baba. The Baluchi literature comprises of masterpieces of Jam Durk, Muhammad Ali, Zahoor Shah Hashmi, Ghani Parvez, Hasrat Baluch, Abbas Ali Zemi and Aziz Bugti etc.

**(b)**   
**Difference between a nuclear vs. and joint family:**

**1. Competition:**   
A typical nuclear family consists of a husband, a wife, a couple of children. The numbers of members are very few in a nuclear family.  
In a joint family system, the number of dependents living under the roof is much larger. Those living with a joint family may include, in addition to the above, grandparents, married brothers, sisters, wives of sons, grandsons, granddaughters, other dependents and relatives.  
**2. Responsibility:**  
The responsibility of a nuclear family rests on the couple.  
The joint-family system lays down a responsibility on the head of the family. The elder trains the younger ones for different occupations, marries them, gives them a start in life, and takes care of the infirm and the old.  
  
**3. Bond of unity and affection:**   
**4. Subsistence:**   
**5. Freedom:**   
Compared to nuclear family, there is higher bond of unity and affection  
among different family members and relations in a joint family. In a joint family, the prosperity and adversity of the family are shared equally.  
The subsistence of a nuclear family is dependent upon either on husband or wife, or both.  
A joint family system ensures a minimum of subsistence to all the members of the family.  
While in a nuclear family, the young couple gets more freedom. They can freely do the things that they like. They can also take risk with their money and display their enterprising nature.  
In a joint family, the individuals get less freedom. The family members have joint rights in family property and wealth. There is less scope for the development of individuality.  
  
**Q3.**

**1. Ethnocentrism:**   
Ethnocentrism is a major factor in the divisions among members of different ethnicities, races, and religious groups. It's the belief that one's ethnic group is superior to another. Ethnocentric individuals believe they're better than other individuals for reasons based solely on their heritage. Clearly, this practice relates to problems of both racism and prejudice.  
This comes in stark contrast to xenocentrism - the belief that someone else's culture is superior to their own.  
**Example:**   
You might meet an American who insists French culture is better than the American way of living.  
In truth, both ideals are a bit skewed. However, you'll see in these examples of ethnocentrism that the practice is not only absurd, but potentially fatal.  
**2. Partilocal:**

Is relating to a housing pattern or custom in which a married couple lives  
with or near the husband's parents.  
Or In a patrilocal society, when a man marries, his wife joins him in his father's home or compound, where they raise their children. These children will follow the same pattern.  
**3. Endogamy:**   
It is also called in-marriage and is the custom of marrying within one's  
cultural group or clan. This requirement was created to keep health, culture, and ethnicity within cultural groups. Historically, endogamy has been associated with aristocracy, religious groups, ethnic groups, and social classes. Exogamy is when a person marries outside of their social group or class. Within some of the royal/historically known families, the  
practices of endogamy or exogamy can be seen.  
  
**4. Sub culture**:   
**Example:**   
A subculture is a group of people within a larger culture, such as a  
country, who have something in common. They might share religious or  
political beliefs or be science fiction fans.  
A culture is how people live, sometimes based on where they live — you  
can refer to American culture, Canadian culture, or to an Australian  
culture. Within these larger cultures, there are also subcultures of many  
sizes. The Native American community is a subculture, as is the Mormon  
community. Also, subcultures can be based on interests, like  
"Deadheads" who used to follow around the rock band "The Grateful  
Dead." Before 1936, the word subculture was only used by scientists to  
talk about bacterial cultures.  
**5. Family of procreation:**   
United States Australia Spain  
extended family.  
Child,  
One can also distinguish one’s natal family or family of orientation, the  
family into which one is born, from one’s family of procreation, the family  
one creates through, and following, one’s marriage.  
**Example:**   
Quinn grew up in the, and Harley grew up in, they met at a university in and got Quinn, Harley, and the child are the family of procreation, and they are married. They have small relatives.