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**SEMESTER: 2 Semester**

**DEPARTMENT: BBA**

**SUBJECT: Introduction To Sociology**

**SUBMITTED TO: Zafar Ul Haq**

* **QUESTION:1 (A)**

**(Q): How sociology will help you to be a successful businessman or entrepreneur?**

**Ans: There are four main ways in which sociology help you in business:**

**1: Handling staff**

**2: Develop Analytical Thinking**

**3: Identifying Market Opportunities**

**4: Better Public Relations Management**

**1:HANDLING STAFF:**

**Richard Branson once said, Clients do not come first employees comes first. If you take care of your of your employees, they will take care of the client. Sociology offers you an advantage when dealing with employees in the work place.**

**2:DEVELOP ANALYTICAL THINKING:**

**Studying sociology helps you to develop or hone your analytical thinking skills. The study usually involves analyzing qualitative and quantitive data to figure out how various factors affect a population.**

**3: IDENTIFYING MARKET OPPORTUNITIES:**

**Business face a lot of competition on a daily basis. It is no secret that cutthroat competition can put you out of business. Business owners without sociology backgrounds are likely to miss the opportunities that arise within a given population since they aren’t in touch with the reality of things on ground.**

**4: BETTER PUBLIC RELATIONS MANAGEMENT:**

**According to questia.com, public relations involves activities and policies used to create public interest in a person, idea, product, institutions or business establishment. By its nature, public relations is devoted to serving particular interest by presenting them to the public in the most favorable light.**

* **PART (B):**

**(Q): During the current pandemic situation due to COVID-19,what are your role and responsibilities as an educated member of the society?**

**Ans: During the current pandemic situation due to COVID-19, as a responsible and educated member of the society we have to follow the precautions against the corona virus which are following:**

**1: Wash your hands regularly for 20 seconds, with soap and water or alcohol-based hand rub**

**2: Cover your nose and mouth with a disposable tissue or flexed elbow when you cough or sneeze.**

**3: Avoid close contact (1 meter or 3 feet) with people how are unwell.**

**4: Stay home and self-isolate from others in the household if you feel unwell.**

**5: Don’t touch your eyes noise or mouth if your hands are not clean.**

* **QUESTION:2 (A)**

**(Q) : Highlight any 5 characteristics of your own culture.**

**Ans: Following are the characteristics of my culture (Pashtun Culture)**

**1:Pashtun culture is based on Pashtunwali, which is an ancient way of life, as well as speaking of the Pashto language and wearing Pashtun dress.**

**2: The culture of the Pashtun people is highlighted since at least the time of Herodotus (484–425BC) or Alexander the Great, when he explored the Afghanistan and Pakistan region in 330 BC.**

**3: The Pashtun culture has little outside influence over the ages.**

**4: Hujra is derived from Arabic means room or cell. In pathan culture have a common gathering place for men known as Hujra.**

**5: Wara Marai also known as Mata or Penda is famous dish of the Pukhtun people.**

**PART (B)**

**(Q): Differentiate between a nuclear family and joint family which one of the above two do you like and why?**

**Ans: DIFFERENTIATE**

* **JOINT FAMILY**

**1: Joint family generally include many generations in a family, that includes, mother, father, son, daughter and many indirect relatives.**

**2: In a joint family, it is very rare that you will face any crisis in your family since there is a number of earners in the house, but there is always a lack of transparency in it.**

**3:In this whole argument of joint and nuclear family, nuclear family enjoys an upper hand of privacy.**

* **NUCLEAR FAMILY**

**1: Whereas nuclear family is small and limited, that mostly consist genetic members in the family.**

**2: Whereas in nuclear family, you suffer some financial crisis but there is always a stability of money in the nuclear family.**

**3: In a nuclear family, you have less number of family members that will knock your privacy as compared to joint family.**

* **In these two I personally like nuclear family because nuclear families tend to have more gender equality when compare to joint families because it does not contain elders to impose the age-old beliefs on the entire family. Adults in nuclear families will learn to be independent and will take responsibility to support their family.**

**QUESTION:3**

**(Q): Define any 5 of the following.**

**Ans:**

**1. ETHNOCENTRISM:**

**The term ethnocentrism, deriving from the Greek word *ethnos* meaning "nation, people, or cultural grouping" and the Latin word centric meaning** **centre. Ethnocentrism is used in social sciences and anthropology to describe the act of judging another culture and believing that the values and standards of one's own culture are superior.**

**2. ENDOGAMY:**

**Endogamy is the practice of marrying within a specific social group, caste, or ethnic group, rejecting those from others as unsuitable for marriage or other close personal relationships. Endogamy is common in many cultures and ethnic groups. Several religious and ethnic religious groups are traditionally more endogamous.**

**3. FAMILY OF PROCREATION:**

**Family of procreation refers to the family that we create by getting married and having or adopting children. Through the family of procreation, parents can influence the values, behaviors, learning, and development of their children.**

**4. SUBCULTURE:**

**A subculture is a group of people within a culture that differentiates itself from the parent culture to which it belongs, often maintaining some of its founding principles. Subcultures develop their own norms and values regarding cultural, political and sexual matters.**

**5. NUCLEAR FAMILY:**

**A nuclear family, elementary family or conjugal family is a family group consisting of two parents and their children (one or more). It is in contrast to a single-parent family the larger extended family, and a family with more than two parents. Nuclear families typically center on a married couple the nuclear family may have any number of children. There are differences in definition among observers some definitions allow only biological children that are full-blood siblings.**