

Time :2 hrs 30 minutes

Full Marks:75

All questions are compulsory
Figure to right hand indicate marks

- Q1. Explain the following in one or two sentences [15]
- Name three types of audience
 - Representation
 - What is culture?
 - Class
 - Consanguineal and affinal kinship
 - Power and authority
 - Meme war
- Q2 (a) Write a note on evolution and need for culture studies. [08]
(b) Elucidate the concept of popular culture. [07]
- Or
- Q2 (a) Explain the viewpoints of Malinowski and Brown with respect to cultural Studies. [08]
(b) Explain Stuart Hall's idea of Encoding and decoding of culture. [07]
- Q3 (a) Express in your own words the relevance of technology in construction of Culture. [08]
(b) Discuss the concept of class as a representation of culture. [07]
- Or
- Q3 (a) Discuss language as the cultural representation in a society. [08]
(b) Write a note on oral tradition and folklore. [07]
- Q4 What is globalization? Elaborate the positive and negative impact of globalization on culture with illustration. [15]
- Or
- Q4. Digitalization has brought about changes in culture. Elaborate in detail. [15]
- Q5. Write short notes on the following (any 3) [15]
- Cultural diffusion
 - Religious aspect of cultural construction
 - Commodification of culture
 - Indian festival
 - Culture and Industry