



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION: 2017/8

DEPARTMENT OF COMMUNICATION STUDIES

COMS 206: SOCIAL STUDIES 11

TIME ALLOWED: 2 ½ HOURS

LEVEL 200

STUDENT ID No.....

INSTRUCTIONS:

**CIRCLE THE CORRECT ANSWER IN SECTION A ON THE QUESTION PAPER
ANSWER TWO (2) QUESTIONS IN SECTION B ON THE ANSWER BOOKLET**

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THE INVIGILATOR.**

Lecturer: Ms. R. Kimani

SECTION A: CIRCLE THE CORRECT ANSWER

(20 marks)

1. Who is commonly recognized as the father of sociology?
 - a. Herbert Spencer
 - b. Emile Durkheim
 - c. Max Weber
 - d. Auguste Comte

2. _____ is the study of social stability and order.
 - a. Social dynamics
 - b. Social statics
 - c. Positivism
 - d. Rationalization

3. According to Karl Marx, the _____ are the social class who own the means for producing wealth in industrial society.
 - a. proletariat
 - b. capitalists
 - c. bourgeoisie
 - d. communists

4. Industrial societies are based on _____, or social interdependency based on a web of highly specialized roles.
 - a. organic solidarity
 - b. mechanical solidarity
 - c. verstehen
 - d. rationalization

5. The theoretical perspective that focuses on interaction among people based on mutually understood symbols is
 - a. functionalism.
 - b. conflict theory.
 - c. rationalization.
 - d. symbolic interactionism.

6. The concept of "glass ceiling" affecting women in the workforce is best illustrated by which of the following?
 - a. The instability of female-dominated jobs
 - b. The breakdown of gender stereotypes in the job market
 - c. The instability of marriages for women who are successful in the workforce
 - d. The barriers that limit career advancement for women

7. Which country routinely blocks search engines like Google from accessing the names of groups or individuals critical of the government?
 - a. Japan
 - b. China
 - c. Great Britain
 - d. Germany

8. Which of the following sociological perspectives helps us to understand more about one important aspect of the entire mass media system—the audience?
 - a. The functionalist perspective
 - b. The conflict perspective
 - c. The interactionist perspective
 - d. The feminist perspective

9. _____ theorists believe that media concentration stifles opportunities for minority ownership.
 - a. Functionalist
 - b. Conflict
 - c. Interactionist
 - d. Evolutionary

10. Which sociological perspective argues that media images of the sexes communicate unrealistic, stereotypical, and limiting perceptions?
 - a. Functionalist
 - b. Feminist
 - c. Interactionist
 - d. Dramaturgical

11. Gatekeeping, the process by which a relatively small number of people control what material reaches an audience, is largely dominant in all **but** which of the following media?
- Television
 - Internet
 - Publishing
 - Music
12. The term gender role refers to
- The biological fact that we are male or female.
 - A role that is given to us by a teacher.
 - The role that is given us in a play.
 - Expectations regarding the proper behavior, attitudes, and activities of males and females.
13. Which of the following is a rite of passage?
- School graduation
 - Retirement
 - Marriage
 - All of the above
14. Which of the following is considered a total institution?
- A university
 - A factory
 - A mental hospital
 - All the above
15. Assuming new social and occupational positions occasionally requires us to unlearn a previous orientation. We refer to this process as
- Anticipatory socialization.
 - Socialization.
 - The life course.
 - Re-socialization.

16. Viewed from the _____ perspective, child care costs are an especially serious burden for lower-class families.
- functionalist
 - conflict
 - interactionist
 - cognitive development
17. Karl Marx's view of the struggle between social classes inspired contemporary
- Functionalist perspective.
 - Interactionist perspective.
 - Dramaturgical approach.
 - Conflict perspective.
18. Perhaps the major theme of analysis in sociology today is _____: a condition in which members of society have differing amounts of wealth, prestige, or power.
- macrosociology
 - the dramaturgical approach
 - Verstehen*
 - social inequality
19. Culture is best defined as
- the largest form of a human group.
 - the established standards of behavior maintained by a society.
 - norms governing everyday behavior.
 - the totality of learned, socially transmitted customs, knowledge, material objects, and behavior.
20. The process by which a cultural item spreads from group to group or society to society is known as
- innovation.
 - culture lag
 - globalization
 - diffusion.

21. The process of introducing a new idea or object to a culture is known as
- globalization.
 - diffusion.
 - cultural relativism.
 - innovation.
22. The statement "Respect your elders" best reflects which of the following?
- Ethnocentrism
 - A norm
 - Diffusion
 - A cultural universal
23. Which of the following statements about norms is correct?
- People do not follow norms in all situations. In some cases, they evade a norm because they know it is weakly enforced.
 - In some instances, behavior that appears to violate society's norms may actually represent adherence to norms of a particular group.
 - Norms are violated in some instances because one norm conflicts with another.
 - All the above are correct.
24. While vacationing in Kenya, you discover that the country is very cold, Kenyans drive on the "wrong" side of the road, are critical of your accent, and do not use pepper to cook their food. You feel disoriented and out of place. You are experiencing
- diffusion.
 - denial.
 - culture shock.
 - the Hawthorne effect.
25. Evaluating the practices of other cultures on the basis of our own perspective is referred to as
- xenocentrism.
 - culture shock.
 - ethnocentrism.
 - cultural relativism.

26. Which of the following is an ascribed status?

- a. Doctor
- b. Long-distance runner
- c. Daughter
- d. All the above

27. Which of the following is an achieved status?

- a. Ghanaian
- b. Bank robber
- c. Senior citizen
- d. Female

28. Arthur Ashe was a retired tennis star, an author, a political activist, and a person with AIDS. If he is remembered **mainly** as a well-known personality with AIDS, then this is

- a. social.
- b. ascribed status.
- c. master status.
- d. self-fulfilling prophecy.

29. As a student at Central University, you have Social Studies 11 and Media Ethics final exams on the same day. You know that preparing for both exams at the same time is going to lead to lower grades in one or both of the exams. The conflict that you are experiencing as you try to fulfill both of your responsibilities at the university is an example of

- a. role dissonance.
- b. role strain.
- c. role conflict.
- d. role exit.

30. The mass media, the economy, the government, the family and the health care system are all examples of

- a. social networks.
- b. groups.
- c. social institutions.
- d. collectivities.

31. An artificial and highly commercialized culture popularized through mass media is called
- universal culture.
 - urban culture.
 - mass culture.
 - none of the above.
32. Kwesi is the SRC President at Central University. He takes the Leadership course and fails all of the exams in that course. Nevertheless, the lecturer gives him an "A" in the course. This would violate which component of bureaucracies?
- Impersonality
 - Division of labor
 - Trained incapacity
 - Written rules and regulations
33. Minimal hierarchy involves
- an absence of traditional job titles.
 - a flatter organizational structure.
 - a lack of rules in the workplace.
 - a traditional bureaucracy.
34. Regarding media advertising, sociologists are concerned that
- advertisers are able to influence media content.
 - it creates new consumer needs.
 - it creates unrealistic expectations of what is required to be happy.
 - all of the above.
35. Gambling, prostitution, and taking drugs are
- victimless crimes.
 - violent crimes.
 - white-collar crimes.
 - organized crimes.

36. In Karl Marx's view, the destruction of the capitalistic system will occur only if the working class first develops _____ consciousness.
- false
 - caste
 - class
 - bourgeois
37. The respect or admiration that an occupation holds in a society is referred to as
- status.
 - esteem.
 - prestige.
 - ranking.
38. The marriage of a woman to more than one man at the same time is known as
- serial monogamy.
 - polygyny.
 - monogamy.
 - polyandry.
39. Religion is a cultural universal. This means that
- religion plays an important role in the lives of every societal member.
 - a majority of societal members are church members.
 - religious practices of some sort are evident in every society.
 - as a social institution, religion is paramount to politics, the economy, education, and the family.
40. Personality formation and the learning of social roles take place
- primarily in childhood.
 - mainly in early adulthood.
 - mainly through the reproductive years.
 - throughout the life cycle.

SECTION B: ANSWER ANY TWO (2) QUESTIONS (TOTAL – 40 MARKS)

1. Discuss the ways in which the functional perspective differs from the conflict perspective in explaining social inequality. **(20 marks)**
2. Intellectual forces/the enlightenment philosophy constitute one of the major factors that contributed to the emergence of social thought. Explain how this happened. **(20 marks)**
3. Compare and contrast the two main economic systems in force in today's world. Which one of the two seems best suited for a global economy? Why? **(20 marks)**
4. Using appropriate examples, highlight and explain five ways in which technology has brought change in education in Ghana. **(20 marks)**