

**CBSE Class-12 Sociology Test Paper-03**  
**Globalisation and Social Change**

---

**General instruction:**

- Question 1-5 carries two marks each.
  - Question 6-8 carries four marks each.
  - Question 9-10 carries six marks each.
- 

1. What is 'knowledge economy'?
2. What do you mean by globalisation of finance?
3. Explain 'digital divide'.
4. What is new international division of labour?
5. Differentiate between Fordism and post Fordism.
6. How was India connected to the world during the colonial period?
7. Why is 'glocalisation' adopted as a strategy by foreign firms? Give examples.
8. How has globalisation impacted employment?
9. Describe the growth in cell phone usage and a marked change in its use in India.
10. How has Globalisation led to the emergence of a new international division of labour?

**CBSE Class-12 Sociology Test Paper-03**  
**Globalisation and Social Change**

---

1. A knowledge economy is one in which much of the workforce is involved not in the physical production or distribution of material goods, but in their design, development, technology, marketing, sale and servicing. It can range from the neighbourhood catering service to large organisations involved in providing a host of services for both professional meets like conferences to family events like weddings. We have a host of new occupations that was unheard of a few decades ago, for instance event managers.
2. Globalisation of finance refers to globally integrated financial markets undertaking billions of dollar worth transactions within seconds in the electronic circuits. This has been made possible mainly due to the information technology revolution. For instance, there is a 24-hour trading in capital and security markets. Cities such as New York, Tokyo and London are the key centers for financial trading. Within India, Mumbai is known as the financial capital of the country.
3. Important advances in technology and the world's telecommunications infrastructure have led to revolutionary changes in global communication. Some homes and many offices now have multiple links to the outside world, including telephones (land lines and mobiles), fax machines, digital and cable television, electronic mail and the internet. However, there are still many homes and offices that do not have such benefits. This differentiation is referred to as digital divide in our country.
4. Due to globalisation, more and more routine manufacturing production and employment is done in the Third World cities. This has led to the emergence of a new international division of labour. The production centres moved from one location to another depending on cheap availability of labour. This flexibility of labour often works in favour of the producers. However, this entire process makes the labouring population very vulnerable and insecure.
5. Fordism refers to the system of mass production of goods at a centralised location whereas post-Fordism refers to a system of flexible production at dispersed locations.
6. India was connected to the world outside even during the colonial period in the following ways:  
  
Modern capitalism had a global dimension from its very inception. Colonialism was part of the system that required new sources of capital, raw materials, energy, markets and a

global network that sustained it.

Often globalisation today identifies large-scale movement of people or migration as a defining feature. However, perhaps the greatest movement of people was the migration of European people who settled down in the Americas and Australia.

Indentured labourers were taken away in ships from India to work in distant parts of Asia, Africa and Americas. And the slave trade that carted thousands of Africans away to distant shores.

7. 'Glocalisation' is adopted as a strategy by foreign firms while dealing with local traditions in order to enhance their marketability. Few examples of foreign firms adopting glocalisation are:

In India, we find that all the foreign television channels like Star, MTV, Channel V and Cartoon Network use Indian languages.

Even McDonald sells only vegetarian and chicken products in India and not its beef products, which are popular abroad.

McDonald's goes vegetarian during the Navaratri festival.

In the field of music, one can see the growth of popularity of 'Bhangra pop', 'Indi pop', fusion music and even remixes.

8. The impact of globalisation on employment trends has been uneven.

For the middle class youth from urban centers, globalisation and the IT revolution has opened up new career opportunities.

Instead of routinely picking up BSc/BA/BCom degree from colleges, they are learning computer languages at computer institutes or taking up jobs at call centers or Business Process Outsourcing (BPO) companies. They are working as sales persons in shopping malls or picking up jobs at the various restaurants that have opened up.

The broader trends of employment are however, disappointing. An ILO report gives a stark analysis of a growing 'employment gap' in the Asia region that has occurred due to the impact of globalisation.

It states that the creation of new jobs has failed to keep pace with the region's impressive economic growth. Between 2003 and 2004, employment in Asia and the Pacific increased by a 'disappointing' 1.6 per cent, or by 25 million jobs, to a total of 1.588 billion jobs, compared to the strong economic growth rate of over 7 per cent.

9. India has become one of the fastest growing mobile markets in the world. The mobile services were commercially launched in August 1995 in India.

In the initial 5-6 years, the average monthly subscribers added were around 0.05 to 0.1 million only and the total mobile subscribers base in December 2002 stood at 10.5 million.

Although mobile telephones followed the New Telecom Policy 1994, growth was tardy in the early years because of the high price of handsets as well as the high tariff structure of mobile telephones.

The New Telecom Policy in 1999, the industry heralded several pro consumer initiatives. Mobile subscriber additions started picking up.

The number of mobile phones added throughout the country in 2003 was 16 million, followed by 22 million in 2004 and 32 million in 2005.

The only countries with more mobile phones than India with 123.44 million mobile phones (September 2006) are China – 408 million, USA – 170 million, and Russia – 130 million.

10. Due to globalisation, a new international division of labour has emerged in which more and more routine manufacturing production and employment is done in the Third World cities.

The example of Nike company illustrates the working of this new international division of labour. Nike grew enormously from its inception in the 1960s. Nike grew as an importer of shoes. The founder Phil Knight imported shoes from Japan and sold them at athletics meetings.

The company grew to a multinational enterprise, a transnational corporation. Its headquarters are in Beaverton, just outside Portland, Oregon. Only two US factories ever made shoes for Nike.

In the 1960s they were made in Japan. As costs increased production shifted to South Korea in mid-1970s. Labour costs grew in South Korea, so in the 1980s production widened to Thailand and Indonesia. In the 1990s we in India produce Nike. However, if labour is cheaper elsewhere production centres will move somewhere else.

This entire process makes the labouring population very vulnerable and insecure. This flexibility of labour often works in favour of the producers.

Instead of mass production of goods at a centralised location (Fordism), we have moved to a system of flexible production at dispersed locations (post-Fordism).