

CBSE Class-12 Sociology Test Paper-04
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.
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1. What does 'employment gap' refer to?
2. What is meant by 'neo-liberal economic measures'?
3. What are IGOs?
4. Name two of the best known INGOs.
5. Differentiate between homogenization and Glocalisation.
6. Describe about the impact of globalisation on culture.
7. What is culture of consumption?
8. Explain the existence of corporate culture as an outcome of globalisation.
9. Explain the political vision of globalisation.
10. Globalisation can be a threat to indigenous craft, literary traditions and knowledge systems.

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Globalisation and Social Change

1. Employment gap refers to the failure on creation of new jobs to keep pace with the region's impressive economic growth especially in the Asia region. According to an ILO report, 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.
2. Globalisation brought a major political change, namely, the collapse of the erstwhile socialist world that helped in intensifying the process further. It also gave a specific economic and political approach to the economic policies that underpin globalisation. These changes are often termed as neo-liberal economic measures as it broadly reflects a political vision of free enterprise which believes that a free reign to market forces will be both efficient and fair.
3. An intergovernmental organisation (IGO) is a body that is established by participating governments and given responsibility for regulating, or overseeing a particular domain of activity that is transnational in scope. The World Trade Organisation (WTO) for instance increasingly has a major say in the rules that govern trade practices.
4. Two of the best known INGOs are:
 - i. The Red Cross
 - ii. Amnesty International
5. Homogenisation refers to a central contention that all cultures will become similar due to global integration. Glocalisation on the other hand, refers to the mixing of the global with the local. It is not entirely spontaneous. Nor is it entirely delinked from the commercial interests of globalisation.
6. There are many ways that globalisation affects culture.

Over the ages India has had an open approach to cultural influences and have been enriched because of globalisation.

The last decade has seen major cultural changes leading to fears that our local cultures would be overtaken. Thus, there are heated debates in our society not just about political and economic issues but also about changes in clothes, styles, music, films, languages, body language.

A central contention is that all cultures will become similar, that is homogeneous.

Others argue that there is an increasing tendency towards glocalisation of culture.

Glocalisation refers to the mixing of the global with the local. It is not entirely spontaneous. Nor is it entirely delinked from the commercial interests of globalisation.

7. Culture not only refers to dresses, music, dances, food but it also means a whole way of life.

Cultural consumption plays a crucial role in the process of globalisation especially in shaping the growth of cities. Till the 1970s the manufacturing industries used to play a major role in the growth of cities.

Presently, cultural consumption (of art, food, fashion, music, tourism) shapes to a large extent the growth of cities. This is evident in the spurt in the growth of shopping malls, multiplex cinema halls, amusement parks and 'water world' in every major city in India. Most significantly advertisements and the media in general promote a culture where spending is important. To be careful with money is no longer a virtue. Shopping is a past time actively encouraged.

Successive successes in fashion pageants like Miss Universe and Miss World have led to a tremendous growth in industries in the fields of fashion, cosmetics and health. Young girls dream of being an Aishwarya Rai or Sushmita Sen.

8. Corporate culture is a branch of management theory that seeks to increase productivity and competitiveness through the creation of a unique organisational culture involving all members of a firm.

A dynamic corporate culture - involving company events, rituals and traditions - is thought to enhance employee loyalty and promote group solidarity. It also refers to way of doing things, of promotion and packaging products.

The spread of multinational companies and the opportunities opened up by the information technology revolution has created in the metropolitan cities in India class of upwardly mobile professionals working in software firms, multinational banks, chartered accountancy firms, stock markets, travel, fashion designing, entertainment, media and other allied fields.

These high-flying professionals have highly stressful work schedules, get exorbitant salaries and are the main clientele of the booming consumer industry.

9. A major political change due to globalisation was the collapse of the erstwhile socialist world. It gave a specific economic and political approach to the economic policies that underpin globalisation. These changes are often termed as neo-liberal economic

measures.

Broadly these policies reflect a political vision of free enterprise which believes that a free reign to market forces will be both efficient and fair. It is, therefore, critical of both state regulation and state subsidies.

The existing process of globalisation in this sense does have a political vision as much as an economic vision. However, the possibilities that there can be a globalisation which is different do exist. We, thus have the concept of an inclusive globalisation that is one, which includes all sections of society.

Another significant political development accompanying globalisation is the growth of international and regional mechanisms for political collaboration. The European Union (EU), the Association of South East Asian Nations (ASEAN), is just some of the examples that indicate the greater role of regional associations.

The other political dimension has been the rise of International Governmental Organisations. (IGOs) and International Non-Governmental Organisations (INGOs).

10. The impact of globalisation is also evident on the condition of many indigenous craft and literary traditions and knowledge systems. It is, however, important to remember that modern development even prior to the stage of globalisation did make inroads into traditional cultural forms and occupations based on them. Globalisation intensified these changes enormously.

For instance, about 30 theatre groups, which were active around the textile mills area of Parel and Girgaum of Mumbai city, have become defunct, as most of the mill workers are out of jobs in these areas.

Some years back, there were reports of large number of suicides by the traditional weavers in Sircilla village of Karimnagar district and in Dubakka village in Medak district, both in Andhra Pradesh. These weavers with no means to invest in technology were unable to adapt to the changing consumer tastes and competition from power looms.

Similarly, various forms of traditional knowledge systems especially in the fields of medicine and agriculture have been preserved and passed on from one generation to the other. Recent attempts by some multi-national companies to patent the use of Tulsi, Haldi (turmeric), Rudraksha and Basmati rice has highlighted the need for protecting the base of its indigenous knowledge systems.