

2019

B.Sc.

3rd Semester Examination

ANTHROPOLOGY

(Honours)

Paper - SEC 1-T

Full Marks : 40

Time : 2 Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Public Health and Epidemiology

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|---|--------|
| 1. Answer five questions : | 5×2=10 |
| (a) Define epidemiology. | 2 |
| (b) Define Health as per WHO. | 2 |
| (c) Name two health care programmes in India. | 2 |
| (d) What is study design? | 2 |
| (e) What is communicable disease? | 2 |

- (f) What to you mean by chronic disease? 2
- (g) What is public health? 2
- (h) Write the full form of HIV and AIDS. 2
2. Answer any *four* questions : 5×4=20
- (a) Write the measures to improve public health. 5
- (b) Briefly discuss the behavioural issues in Public Health. 5
- (c) Write the importance of health care programmes. 5
- (d) Briefly discuss how to control infectious diseases. 5
- (e) Write s short note on importance of parametric statistical methods for health science. 5
- (f) Write briefly about the major public health problems in India. 5
3. Answer *one* question : 10×1=10
- (a) Briefly write the effect of physical agents of environment on health. 10
- (b) Write briefly the socio-cultural factors that influence health and disease.

Business Anthropology

Full Marks : 40

Time : 2 Hours

1. Answer *five* questions from the following :

2×5=10

- (a) What is Corporate Social Responsibility (CSR)? 2
- (b) Mention two applications of anthropological knowledge in industry. 2
- (c) What is the difference between business and trade? 2
- (d) Mention the objectives of Business Anthropology. 2
- (e) Define corporate management. 2
- (f) Why fieldwork is required in Business Anthropology? 2
- (g) Who authored the book entitled *Handbook of Anthropology in Business and Business Anthropology*? 2
- (h) What is meant by consumer behaviour? 2

2. Answer *four* questions from the following :

5×4=20

- (a) Mention the characteristic features of globalisation. 5
- (b) State the applications of ethnography in business management. 5
- (c) Mention the contentions issues of corporate ethnography. 5
- (d) Discuss the theory of comparative advantage of international trade. 5
- (e) Discuss in brief the development of business anthropology as a subfield. 5
- (f) Discuss the role of organisational culture in growth of business. 5

3. Answer *one* question from the following :

10×1=10

- (a) What is consumer behaviour? Discuss the nature of consumer behaviour. 2+8
 - (b) Discuss the role of corporate anthropology in business organisation. 10
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