

2018

CBCS

3rd Semester

ANTHROPOLOGY

PAPER—SEC1T

(Honours)

Full Marks : 40

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Public Health and Epidemiology

1. Answer any *five* questions : 5×2
- (a) Define public health.
 - (b) Name two infectious diseases.
 - (c) Name two chronic diseases.
 - (d) What do you mean by prevention ?
 - (e) What is epidemiology ?

- (f) Define environmental health.
- (g) Name four agents of environment which effects health.
- (h) What is communicable disease ?

2. Answer any *four* questions : 4×5

- (a) Briefly discuss about the cultural factors that effects health.
- (b) Write briefly about the strategies to control health problems.
- (c) Write the importance of statistical methods in Health Science.
- (d) How economic factors influence health ?
- (e) Distinguish between the symptoms of acute disease and chronic disease.
- (f) Write a short note on social issues in public health.

3. Answer any *one* question : 1×10

- (a) Briefly write the effects of water, air, food and land resources on health.
 - (b) Briefly write the causes of chronic disease and the methods of prevention.
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Business and Corporate Anthropology

1. Answer any *five* questions : 5×2
- (a) Define Business Anthropology.
 - (b) What is Corporate Anthropology ?
 - (c) What do you mean by 'Globalization' ?
 - (d) What is 'ethnography' ?
 - (e) What do you understand by 'Gross Domestic Product (GDP)' ?
 - (f) Name two anthropologists who contributed in the field of Business Anthropology.
 - (g) What is 'consumer behaviour' ?
 - (h) What is the difference between customers and consumer ?
2. Answer any *four* questions : 4×5
- (a) What are the consequences of globalization ?
 - (b) How fieldwork technique can be applied in Business Anthropology ?
 - (c) Write down the subject matter of the discipline Business Anthropology.

- (d) Write down the differences between 'Business' and 'Trade'.
- (e) What is the importance of studying 'consumer behaviour' in the present day world?
- (f) Discuss the role of anthropology in product design.

3. Answer any *one* question :

1×10

- (a) Write a note on the application of ethnographic knowledge in business management.
 - (b) Write a note on the development of Business Anthropology as a sub-branch of Anthropology.
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