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Q1. There is thus a constant negotiation between management and customers on the one hand, and between various groups of customers on the other, regarding the definition and use of restaurant space.

The main problem that Mcdonald's was facing the average time that a customer stays inside the restaurant. In Korea, several customers just sit inside the restaurant and do not even order anything. Korean customers considered fast-food restaurants as leisure centers and tend to stay longer than an average American.

To elevate the space problem, Mcdonald's starting hostessing women employees to assist customers and put pressure on people to leave when they have finished eating. People who use the restaurant for their purpose and do not order food were made uncomfortable by the hostess. They also conducted the customers to a seat and forced them to share a table to make the best use of the space. Thus many customers tend to leave early since the table is not just to themselves.

Young people also come to Mcdonald's to chat over coffee/soft drinks. The restaurants are more economical for coffee-houses because they provide comfortable and clean space, thus attracting young peoples. Since Mcdonald's provides alcoholic-free beverages, it's desirable for parents if their children hold a birthday party at Mcdonald's. The new generation prefers to celebrate the birthday with their friends rather than their families. McDonald started providing complimentary gifts to children to take home such as a paper crown, which makes other children have their birthday party at Mcdonald's. These parties are a way to reach future customers for managers.

There is thus a constant negotiation between management and customers on the one hand, and between various groups of customers on the other, regarding the definition and use of restaurant space.

Q2. Illustrate how social and political factors shaped the design of the cockpit leading to gender biases.

According to weber, there were gender biases in the design of civilian and defense aircraft cockpits. These aircraft have been built with male specifications. Since women tend to be shorter than most men's, thus making it difficult for them to adjust if the cockpit. The debates surrounding the accommodation of women in cockpit design demonstrate how gender and technology are mutually constructed. The design of the cockpit, on its face a gender-neutral issue, works to constitute men and women as essentially different social beings.

These biases in the designs of cockpits came due to the implementation of ergonomics and anthropometrics by the engineers. Making cockpit comfortable for both males and females makes the production, research, and Development costlier and consumes much more time. Ergonomics gained popularity during the time of World War II. it was found that even the trained personnel could not operate the complicated machines. One problem with overcoming the design bias is the lack of comprehensive data for the civilian female

population. In May 1993, the Under Secretary of Defense directed to develop new JPATS sitting height threshold which would accommodate at least 80 percent of eligible women. He delayed the release of the JPATS draft request for proposal until a new threshold could be documented. There was a definitely male dominance in the cockpit design for military and commercial aircraft which is resolved to a certain extent after facing various social and political problems.

Short Notes:

i.) **Social disorganisation approach**
It is a situation where a society, community, or group on which there is a breakdown of social control, social order, or norms define permissible behavior. It is characterized by a lack of cooperation, values, unity, etc. According to Warren, it is a condition involving disagreement about group purpose, inadequate means of social control i.e is preventing an individual to play its social role due to confusion. Social disorganization occurs when there is a change in social patterns so that previous constructs no longer apply.

ii.) **Characteristics and causes of social problem**
All social problems are designed by certain characteristics. Social problems situations that have injurious consequences for society. They are social in origin. They are deviations from the ideal situations, caused by pathological social conditions. They affect all sections of society. All social problems occur in all societies. There are various causes of social problems. They arise out of many social conditions. They arise due to differentiation and manipulation of interests and functions. They arise due to the frequent social change or growth of society. They arise due to breakdown and disruption in economic systems. They arise due to the defective functionality of political systems. Social problems require a collective approach to their solution.