



MAN202T: Sociology of Design
(2019 - B.Tech & DD, All Branches except MSM)

Jan-May 2021: End-Semester Examination (30 marks)

Time: 10:00-13:00 hrs, 26 Apr 2021

Note for the students:

1. Pls complete the responses and upload the file in the Google Form that will be opened at 12 pm:
https://docs.google.com/forms/d/1HxJmLthVMn9NvNjiKwqVav_XIPdl1gK9mFZML3Er8_U/edit

Part-A: Get the concepts right (10 marks)

1. In Conflict theory, family is a key contributor to inequality in society: True/False. Why?
2. When a person uses status/roles/norms as part of her argument, she is adopting a _____ perspective
3. When a faculty says “your grades are in my hands”, it suggests use of _____ to maintain social order as per _____ theory
4. Do functionalism and conflict theory treat boundary (us vs them) differently: Yes/No. Justify
5. If you are analyzing online education in IIITDM from an Actor Network perspective, you would consider the MS Teams as an intermediary – True/False. Why?
6. Translation refers to enrolment of actors, while _____ refers to use of resources to align actors
7. When a person becomes a beggar to experience the lives of beggars, she is doing an _____ ethnography
8. Flipkart uses children in its advertisement to communicate that online buying (e-commerce) is a child’s play. What two type of signs are used to communicate this message? _____ and _____
9. A sign where the Representation has an indirect resemblance to Object is called _____
10. Saussure’s concept of signifier is equivalent to _____ in Charles Pierce’s model of sign

Part-B: Make sense of everyday using sociological concepts (20 marks)

11. Looking at a Kancheepuram saree, an engineer might ask “how is it made?”. How should someone knowing “Sociology of design” rephrase the question? What would you ask and why? Hint: your question must include synchronic and diachronic perspectives. (3 marks)
12. When students were asked to take a few book titles and create a poem, we saw some interesting output. In a similar way, can you take five phrases that represent customer needs of your product, and write a customer scenario for your product? (3 marks)
13. Why do people not wear masks and follow social distancing during events like elections or Kumbh mela? Analyze this using the theory of Interaction Rituals. (3 marks)
14. The pandemic has changed the context of all students (from X: campus environment to Not-X: Home environment). How badly you wish to go back to ‘X’? Have did you leverage the new situation (Not-X)? Which sociological perspective best explains your response and Why? (3 marks)



15. Do a semiotic analysis of the below poster. Identify the different signs and their types (4 marks). Using semiotic principles reveal the hidden meaning that the newspaper is trying to communicate, and to whom (4 marks).
Hint: Why would The Hindu devote half-a-page for this poster?

