



DS1001: Sociology of Design
(2020 – B.Tech. All Branches)


Apr-Jul 2021: End-Semester Examination (40 marks)

Time: 09:30-12:30 hrs, 20 Jul 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/1mBkZ3xbq9sORW6V1BDsCyGdXpqLUPvS84938WeQPro/edit>

Part-A: Wave-1 (1*10=10 marks)

1. "I and me are the same." Respond to the statement based on the discussions we had in the class.
2. A student's "progress report" is an example of a surveillance mechanism prevalent in an educational system. Which sociological perspective is implied in the above statement? Why?
3. "People of a certain religion are treated well in that country." Which sociological perspective is implied in the above statement? Why?
4. Improvisation requires that you should try and plan what you are going to say while someone else is talking – True or False
5. If you are appointed as a consultant to study the manner in which people form internal groups in an organization, which type of ethnography would you adopt? Point to one key limitation of your approach?
6. Suppose you are given a trapezium shaped paper as shown and asked to present your grades in different courses in the 1st semester, how would you present it? What would you call this property of the paper?
7. What type of sign is  ?
8. "Book" - this sign comprises ----- and -----.
9. Given an example of a "symbol" that is used to communicate danger?
10. Compare the two scenarios: (a) two strangers are waiting in an online meeting, both on mute and camera switched off; (b) two strangers are sitting across a table in an office, but do not talk to each other, only smile at each other. Which one do you think has potential to trigger more emotional energy, and why?



Part-B: Wave-2 (4*5=20 marks)

11. Imagine that you are involved in an etic observation of the use of a pen and made some points. Indicate which principle of ethnography is not followed in each of the point.
 - a) It is a usual pen.
 - b) It is a cheap pen.
 - c) The user does not find the pen comfortable.
 - d) It is bent. So, possibly used as a wedge
 - e) A sketch of the pen like shown in the picture





12. Analyse the phrase “rat race” from the three sociological perspectives introduced in the class.
13. Identify three design flaws in a product like LPG gas cylinder when seen from the perspective of an Indian middle-class home user.
14. If you were to use Actor Network Theory to analyze the fight against COVID, what would constitute the actor world (pictorially represent it)? Highlight two non-human actors. Highlight the spokesperson who you think was actively shaping the actor world? Which actors were enrolled to perform a different role? What can be considered as a point of passage?

Part-C: Wave-3 (1*10=10 marks)

15. Do a semiotic analysis of the below poster. Identify the different signs and their types (3 marks). Analyze the signs (signifier-signified) and present two possible meanings deducible from the poster – intended and unintended (3 marks). Use the paradigmatic principle to suggest an alternative set of signs that can stabilize the meaning (4 marks).

