

According to Giddings, "Society is the union itself, the organization, the sum of formal relationship in which associating individual are bound together."

Society is a complex form of organized associations and institutions within a community. It is the system of usage and procedures, authority and mutual aid with distinct cultural and historical identity. Each society encompasses certain relationships grounded upon interactive pattern.

Characteristics:

The major characteristics of society are explained as follows:

- Society is the Web of Relationships
- There is a provision of 'mean - end' Relationship.
- Characterized by Heterogeneity in terms of caste, class, ethnicity and Religion.
- Provision of Co-operation and Conflict
- Interdependence to each other
- Society has social Awareness and Mutual Interaction
- Society is dynamic
- Each society has its own culture & controlling Mechanisms.

- Society is the Web of Relationships: Social relationship implies reciprocal awareness. A man has multiple relationships with the rest of the social member

in order to adjust with social systems.

2. There is a provision of 'mean-ends' Relationship:
Man cannot fulfill his requirements by himself.
He should have number of people in
order to meet his bio-psychological needs. The
end of life is to cherish good, truthiness and
beauty of life which is only possible with the
mutual cooperation and reciprocity of the society.

3. Characterized by heterogeneity in terms of caste, class
ethnicity and religion: Society is composed of differ-
ent people from different cultural background.
It comprises different economic groups like nobility,
high class. Lower class on the basis of material
one owns. It comprises different cultural identities
different professional groups, and economic group
thus it is heterogeneous.

4. Provision of co-operation and conflict: People have
cooperation and mutual understanding to each other.
Social ethics, social virtues and social capital
force people to cope with the activities, which
help to fulfill his socio-cultural requirement.

5. Interdependence to each other: Social relationship are characterized by interdependence. One depend on other for the satisfaction of one's needs. Not only individual are interdependent upon one another but every social group, societies are also interdependent.

6. Society has social Awareness and mutual Interaction:

Each society has its own awareness in order to uplift the society. This consciousness and progressive attitude make the society transform into positive direction. The member interact to each other in a patterned way in order to meet their requirements.

7. Society is Dynamic: Society is not static, it is dynamic. Change is ever present in society. Change ability is an inherent quality of human society nor society can ever remain constant for any length of time.

8. Each society has its own culture and controlling Mechanism
→ Each society is unique because of its own way of life called culture. It is a social heritage and acted document of society. It includes our attitudes, judgements, morals, values, and whole range

of our life. Social norms and values, rules and regulations, folkways, mores and other formal and informal institutional means are developed in order to regulate the behavior of its members.

Major Type of Society :

On the process of human evolution and development society has changed its nature and its form. Sociological literature has projected some forms and types of society. They are:

1. Hunting and Gathering society
2. Agrarian society.
3. Industrial society.

Hunting and Gathering society : Hunting and Gathering society are the earliest form of society. The member survive primarily by hunting, trapping, fishing, gathering edible plants. Hunting and gathering societies are nomadic, which mean they move constantly in order to find food and water. Member of hunting and gathering societies are mutually dependent upon each other.

Agrarian society: This is the first economic society. Land is the main source of income from where the people produce commodities. In this society, people do not use chemical fertilizer. They use tool only burn plant for fertilizer.

Industrial society: After industrial revolution, Industrial society came into human history. An industrial ^{society} is one in which goods are produced by machines, powered by fuels instead of by animal and human energy.

Characteristics of industrial society.

- Emergence of modern family set up.
- Economic institution.
- Division of labour.
- Women right.
- Human right.

Community Difference between pre-industrial & Industrial society

Pre-industrial society

- Social structure is simple
- less scope of division of labour
- fewer status and roles.

Industrial society

- Social structure is complex
- There is scope for division of labour
- It is based on personal talents abilities.

Domination of primary group Vast number of statuses & such as family, small communities. role emerge. The importance of family kinship in the social structure get reduced.

- Relation are personal and New institutions and individual emotion and organizations catering to needs are considered. the diverse need of the people emerge.

Community: A group of people who follow a social structure within a society. They may work together to organize social life within a particular place or they may be bound by a sense of belonging sustained across time and space. The word community is the combination of two latin words 'com' and 'munis'. Here 'com' means together and 'munis' means serving. Thus the etymological meaning of community is serving together.

According to R.M. Maciver, "A community is an ~~an~~ group or collection area of social living marked by some degree of social coherence".

Type of Communities:

- Rural Rural Community
- Urban community

Rural community: It is the type of community which exhibits the common feature of mode of production, similar way of life, altruism and trust to each other. People belief in supernatural superstitions belief. In rural community there is less chance of population.

- Urban community: It is large in term of land area & population, people living together for collective good. It is advanced in science and technology. with favorable physical environment & diverse culture. It has the similar way of life pattern despite the heterogeneity.

Characteristic of Community:

- Group of people: Community is group of people whenever the individual live together in such a way that they share the basic condition of common life.

- Locality : The group of people forms a community when it begins to reside in a definite locality. A community always occupies a territorial area. It helps to promote & fulfill their interest.
- Community Sentiment : It refers to the feeling of belonging together. The members must be aware of their staying together and should share common interest. Locality alone is not enough to form a community without the sense of identification, a sense of belongingness and the sense of living and sharing common interest.
- Stability : A community is not transistor lie a crowd. It essentially includes a permanent life in a definite place.
- Naturality : Communities are not made or located by an act of will but are natural.
- No legal status : A community is not a legal person. There are no assigned duties or right enforced by the law.

7. A Particular Name : Every community has some particular name.

- Society

Community

- Society is a web of social relationships. Community consist of a group of individuals living in a particular area.
- A definite geographic area It always denote a geographical is not an essential aspect area.
- Society is abstract Community is concrete.
- We feeling may or not be present. Community sentiment is essential.
- There can be more than one community in a society.
- Society involves both like likeness important than difference and difference in community.

~~Nation~~
~~group~~

Culture:

The concept of culture is very complex because it is used in different meaning. Culture is the important part of human life. People are acquired different type of culture by their ancestors. It is internal object of human life by which human became matured. Culture refer to those abilities and norms and form of behaviour which are acquired by person as a member of society.

According to Herskovits, "Culture is the man-made part of environment".

Types of culture

- Material culture
- Non-material culture
- Material culture: All man-made physical objects are considered as material culture. It includes technology instruments consumer goods etc.
- Non-material culture: All man made intangible cultural traits, such as technical skills, norms, knowledge, beliefs, language, attitude etc which are passed down from generation to generation is called

nonmaterial.

4. Characteristics

- 1 Culture is learnt: Culture is not inherited biologically, but learnt socially by man. Culture is often called learned way of behaviour: It is not an inborn tendency.
- 2 Culture is social: Culture does not exist in isolation. It is product of society. It originates and develops through social interaction. It is shared by the members of society. It is the culture which helps man to develop human qualities in human environment.
- 3 Culture shared: Culture is sociological, sense, is something changed shared. It is not something that an individual alone can possess.
- 4 Culture is transmissive: Culture is capable of being transmitted from one generation to next. Culture is transmitted not through genes but by means of language. Language is the main vehicle of culture. Transmission of culture may take place by imitation as well as by instruction.

5. Culture is continuous and cumulative:

Culture exist as a continuous process. In its historical growth, it tends to become cumulative. Culture include in itself, the achievements of the past and the present and makes provision for the future.

6. Culture varies from society to society:

Every society has a culture of its own that differs from other societies. Culture and cultural elements like customs, traditions, morals, values and beliefs are not uniform it varies from time to time as well.

7. Culture is gratifying: Culture provides proper opportunities and prescribes means for the satisfaction of our needs and desires. These need may be biological or social in nature. Culture determines and guides the varied activities of man.

8. Culture is dynamic and adaptive: Though culture is relatively stable it is altogether static. It is subject to slow but constant change. It is also adaptive.

Group:

In sociology, group is usually defined as a number of people who identify and interact with one another. Society consist of group, a social group exist between two or more people are indirect contact and communication.

According to H M Johnson, "A social group is a system of social interaction".

Type of group

- Primary group and Secondary group:

The group where an individual directly interact with other member.

When a person in a group is indirectly associated with other member said to be secondary group.

formal and informal group:

A formal group is formed when people come together to accomplish specific goals and objective.

The group that are created spontaneously as soon as individual interact with each other.

In Group and Outgroup: In sociology and social psychology, an ingroup is a social group to which a person

Psychologically identifies as being member. But a out group is a social group with which an individual doesn't identify.

Organized and unorganized group: Social groups that conspicuously lack the attribute of organization can be called unorganized group.

A pattern of relationships between and among individual and social groups called organized group.

Voluntary group: A group is a collection of individuals who work together to undertake certain activities for the benefit of the community.

~~Involuntary groups are those, which depends upon the sweet will of~~

Involuntary groups are those, which are based on blood relationship or kinship. family are involuntary groups

Primary groups

- It is based on face to face relation, mutual aid, cooperation and companionship.

Secondary groups

- It is based on formal and indirect relationship

- Social relationship of the primary group is direct, face-to-face, non-specialized and non-economic.

Social relationship of secondary group is indirect, non-intimate and economic, impersonal.

- It is comparatively smaller.
- It is localized and restricted to a small area.

Secondary group is bigger than primary group.

- The means of communication within a primary group is oral.

It is not restricted to small area

The communication within the secondary group is indirect and formal.

- In primary group there are no right and duties.

In secondary group there are right & duties

- Primary group is relatively durable and permanent.

Secondary group is relatively undurable and may be temporary or permanent.

Characteristics of Group

- It is a union of Two or More than two individual. Social group consists of member. The like minded people can form the group in order to cherish the existing goals.

2. Member have Mutual Awareness:

Group member are aware of one another and their behaviour is determined by mutual recognition. They have certain objectives and goals in accordance with their nature of group formation.

3. Provision of Reciprocity and We-feeling:

The members of a group are interrelated to each other. A gathering of person forms a social group only when they are interrelated.

4. Provisions of group Solidarity:

Group members are tied by a sense of unity. The group members have emotional attachment to each other. They have collective conscience to each other.

5. Same objectives, Interest and Goals: Groups are formed for the fulfillment of certain interests. In order to fulfill his objectives either s/he has to join in a group or form the group accordingly.

6. Group is dynamic : Change is the nature of society. Group member are not static in character rather they are progressive.
7. It can be permanent and temporary: According to its nature, it can be stable or unstable. permanent groups represent a long term association of group member whereas in temporary group individual come together for a particular project.
8. Each group has its own Norms and value: The group develops certain norms and value to fulfill its objectives and goals. The norms may be customs, traditional and usage as well.
9. There is a distribution of, Division of labour: The group develops member divide the work load and accomplish the task on time. As per the interest, skill and ability they carry out their work accordingly.
10. There is a pattern of Interaction and the provision of Influence: Member have psychic unity in them. Group members have primary relationship to each other. They have sense of collectivity.

Each member has certain code of conduct while interacting to each other.

Norms

Social norms are the unwritten rules of belief, attitudes, and behaviours that are considered acceptable in a particular social group or culture. They are the standardized generalizations concerning expected mode of behaviour. It influences individuals' attitudes. It is transmitted through family, academic institutions, mass media and social discourses.

Type of Norms:

- Private Norms: An individual can have his own norm as an independent citizen. Each family can have its own norms according to its nature mediated through caste.
- 2. Group Norms: There can be different groups in society. They are the blueprint of working procedures which guides to carry out their requirements.

3. **Associational Norms:** In order to cherish the goal of the organization it can develop its own certain sets of norms and values which helps them for smooth functioning.

4. **National Norms:** It is a macro level prescription prescribed by the state. An independent and sovereign state has its own original norms and values. It helps to shape the personality of citizens in a uniformed way.

Characteristic of social norms:

1. Social norms are universal: These are found in all societies. No society can function smoothly without norms.
2. Norms incorporate value-judgement: A norm is a rule or standard of behavior shared by the group members which they are expected to follow. In terms of value, we judge whether some action is right or wrong, good or bad.
3. Norms are relative: Sometimes, norms vary from group to group within same society. All norms may not govern the behaviour of all the people.

4. All norms are not equally important: Norms are enforced by sanction, i.e. reward and punishment. The most important norms in society are called 'mores' and those who violate them are severely punished.

5. Norms are internalized by the individuals: Norms become part of personality through the process of socialization. Individuals generally behave in accordance with social norms.

- Importance of Norms:

1. Norms are indispensable to society's existence (सामाजिक सांख्यिकी संरचना विकास के लिए आवश्यक है):

Norms are important part of society. Norms and society go together. Norms make living together in society possible. Without normative order society is not possible.

2. Norms regulate behaviour: Norms control mechanism.

It is through norms that society regulates behaviour of its members.

3. Norms maintain social order: They are control mechanism. The social order is maintained by norms. That is why it is said that human social order is a normative order.

4. Norm maintain social cohesion (समाज की उत्तमता):

The collective and cooperative life of people is made possible because of norms. The normative system give to society an internal cohesion.

5. Norms help to have self control: Because of the constraints imposed by norms individual conform to the norms and maintain discipline by controlling their behaviours.

Social Value:

Social value are cultural structure standards that indicate the general deemed desirable for organized social life. These are assumption of what is right and important for society. The term 'value' represent constituent parts of social structure.

According to CN shakar Ram, "Values provide the general guideline for the behaviour of the people."

Characteristics:

- Social value are collective.
- Social value are universal
- Value are learnt.
- Social value are abstract.
- Social value are accepted by most people.

function of Values:

- i Values provide goals or end for the member to aim for.
- ii As values are shared in common, they hold the society together by providing uniformities in group interaction.
- iii Value bring legitimacy to norms or rule govern specific behaviour and activities.
- iv Value help to bring about some kind of adjustment between different set of norms.

Relation between Norms and values:

Norms and values have unique relation. Norms are specific where value are not. Social norms are culturally established rules, standard guides and which define correct and acceptable human

behaviour in a society whereas values are stable, long lasting beliefs what is right, good, important, desirable and worthwhile to an individual and more nearly independent of specific situation.

Relationship of Norm value & sanction.

Status & Role:

- Status refers to the position or the rank one holds in social group. The status of a person is high if the role is considered important by the group. If the role is regarded less high, its performer may be accorded lower status. The status of person is based on social evaluations.
- According to Ralph Linton "Status is a place in a particular system, that a certain individual occupies at a particular time."

Type of status

- Ascribed status
 - Achieved status
 - Assumed status
- Generic status
Specific status

Ascribed status : When we gain something by birth that is called ascribed status of caste, religion.

Son daughter of family.

- Achieved status: Something that are worked out to achieve, that is achieved status.

+ Characteristic of status:

- Social status is determined by socio-cultural system.
- Each individual performance role of some status in different ways.
- There are some external symbols to identify the symbols.
- Status are basis of social satisfaction.
- An individual may have several statuses.
- Some status are common to all while same are specific and varies with person and situation.
- It also differ according to time and space.

Interrelationship between status and role.

- Status is a position in a society while role is its functional.
- Status is a sociological concept, phenomena and role is a concept of social psychological concept.

3. Role is relation.

4. Both status and role are dynamic and ever changing.

5. Though status and role are co-relative phenom.

Social Role

Each status has a set of expected behaviour called roles. The role played contribute to social identity. Cultural expectations of how people in social position are to behave.

According to Kingsley Davis, "the manner in which a person actually carries out the requirement of his position".

Nature

- Role playing is obligatory for all member.
- Some roles are voluntary and involuntary.
- Roles are shared by many people.
- Every individual is bound to play certain.

Ethnicity

Ethnicity is a term refer to the identification of group based on a perceived cultural distinctiveness that make the group into a people.

Ethnic group is a group of people who share a similar culture language, religion that is often

handed down from one generation to next. They are considered to be lower than caste group; they must be able to differentiate their thinking from other group.

Characteristics of ethnicity:

- Unique cultural traits, such as language, clothing, holiday religious practices.
- A sense of community.
- A feeling of ethnocentrism.
- Ascribed membership from birth.
- Occupies a distinct geographical area by choice.

Caste

Caste is known as any of the hereditary Hindu social classes. It is a corporate social unit which is generally defined by marriage and occupation. Caste is closely connected with Hindu philosophy and religion. Caste system is a barrier for social mobility.

According to Hoebel, "caste is the freezing of social classes by means of endogamy and heredity ascribe status".

features of caste:

- Hardly changeable, non transferable.
- Define birth
- Restriction on marriage, fooding, social relationship
- It. helps in division of labour
- Segmental division of Society
- Social hereditary

Merits

- Occupational security,
- Spirit of co-operation
- Identification
- Social purity
- Integration of culture country
- Cultural division.

Demerits:

- Inequality in society
- Untouchability
- No mobility in occupation
- Racial discrimination
- Lower position for caste

Social mobility is the act of moving from one social position to another. This take place especially in the class-based society.

An open class society is in which status is achieved through merits or effort. Whereas a closed class society in which status is ascribed from birth. There is little or no social mobility.

#Gender : Gender is socially created ideas and practices of what it is considered to be female or male. The social role and relationships between men and women, they are context-specific and can change according to circumstances, and generation to generation. Gender is influenced by other factors such as wealth, class, age, education, religion & ideology. "Sex" and "Gender" have been used interchangeably but their use are becoming increasing distinct.

Social class: A social class is made up of people of similar status who regard one another as social equals. This group of people is identified on the basis of their relationship to the means of economic and certain style of life.

- characteristic of social class

1 Class is status group: Different statuses arises in a society as people do different things engage in different activities and pursue different goal.

2 Class is mode of feeling:

3 It is element of prestige:

4 Mode of life style:

5 Social class is an open group.

6 Social class is an economic group.

7 Class consciousness

8 Class consciousness and class struggle.

- Characteristic of class system.

- Hierarchy of status group: It has generally three level of hierarchy of class i-e. upper, middle & lower

- Social ranking: It is a system of social ranking based on occupation, wealth, education.

4 Open system: People of one particular class can change into another status there is greater social mobility.

5 Achieved

6 Distinct mode of life style.

7 feeling of superiority and inferiority

8 Social restriction: To maintain their status & position they mix among themselves and it is seldom that marriage between upper & lower class is wished.

Type of Social classes

- Upper class (the wealthy, employers and industrialists, plus top executives)
- Middle class (those which include most white collar workers and professionals)
- Working class: (those in blue-collar or manual jobs)
- Peasant s (people engaged in traditional type
- Under class which is composed of ethnic majority and underprivileged minorities.

±) Implication of sociological concept in management and Business Administration related issues/problem.

i) Implication of society, community in management and business administration: A business administration can serve society by close cooperation with society. It is essential for business administrator to be creative enough to arrives at new solution for recurring problem that may be social economic in nature. Such leadership insist on doing new thing for society in better way.

2. Implication of culture in management and business administration:

The cultural variation is not limited to international business but also holds true to many the domestic business due to employee from different cultural background. So, There is a necessity of technique to improve management effectiveness and adapt to changing socio cultural conditions.

iii) Implication of the group in management and business administration: Such group is referred to as 'management' that may include either only top level management or all manager & chief executive. They are concerned with making important decisions

and enjoy the authorities to accomplish organizational objectives.

4. Implication of norms, values in management and business administration: Norms and values also known as 'rules' and 'principle' of behaviour are the basic pillar of organization culture. Norms can be understood as rules and regulations. Values should be core of every business. The workers in organization should recognize and consider organizational norms and values in their everyday activity.

5. Implication of status role in management and business administration:

Holes and responsibilities are the foundation of a successful business. The role of a business manager is to supervise and lead a organization operated by employees. The business making marketing is shaped by the status of its customers. People choose product that will communicate their status to society.

Implication of ethnicity, gender, caste in management and business administration: The employee diversity in term of ethnicity, gender, caste in the workplace can pose to be a threat to management.

performance and administration if not carefully handled.

VII - Implication of social class in management and business administration: The consumer behaviour is also shaped by class. Social class also is categorized into high middle and lower class.