



বিদ্যাসাগর বিশ্ববিদ্যালয়
VIDYASAGAR UNIVERSITY

Question Paper

B.Sc. Honours Examinations 2020

(Under CBCS Pattern)

Semester - III

Subject: ANTHROPOLOGY

Paper: SEC1T

Full Marks : 40

Time : 2 Hours

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

The figures in the margin indicate full marks.

PUBLIC HEALTH AND EPIDEMIOLOGY

Answer any *two* of the following questions :

2×20=40

1. Write in details the effect of different environmental agents on health. 20
2. What do you mean by disease? State the methods of epidemiology used to identify disease pattern in a community. 5+15
3. Discuss in brief on contemporary methods for surveillance assessment, prevention and control of infections and chronic disease. 20

4. What do you understand by public health? State in brief about psychological behavior and socio-cultural issues which are related to public health. 5+15
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BUSINESS ANTHROPOLOGY

Answer any *two* of the following questions : 2×20=40

1. Define Business Anthropology. What are the subject matters of the discipline Business Anthropology? Distinguish Business Anthropology with Corporate Anthropology. What is Business Ethnography? Write the name of two anthropologists who contributed in the field of Business studies. 3+7+4+4+2
2. What do you mean by Corporate Culture? Define Consumer Behaviour. Briefly discuss about the importance of Consumer Behaviour study in Business field. Write the factors affecting consumer behavior. 3+3+8+6
3. What is International Trade? Write the significant differences between trade, business and commerce. State the consequences of globalization in business world. Why Business organizations hire Anthropologists? 3+6+8+3
4. State the application of different anthropological methods in business studies. Describe the role of business anthropologist to spread out of business in International Market. 5+15
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