

Question Booklet No. :

ENTRANCE TEST-2025

SCHOOL OF SOCIAL SCIENCES

SOCIOLOGY

Total Questions : 60

Question Booklet Series

A

Time Allowed : 70 Minutes

Entrance Test Roll No. :

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Important Instructions for Candidates :

1. Candidates shall compulsorily use only **blue/ black ball point pen**. In no case gel/ink pen or pencil should be used.
2. Compulsorily write your **entrance test roll number** in the space provided at the top of this page of the question booklet.
3. Fill up the necessary information in the spaces provided on OMR Answer Sheet including **Question Booklet Number** and **Question Booklet Series**.
4. OMR Answer Sheet has an original copy and a candidate's copy glued beneath it at the top. While making entries in the original copy, candidate should ensure that the **two copies are aligned properly** so that the entries made in the original copy against each item are exactly copied in the candidate's copy.
5. All entries in the OMR Answer Sheet, including answers to questions, are to be recorded in the Original Copy only.
6. **Choose only one correct/most appropriate response** for each question among the options A, B, C and D and darken the circle of the appropriate response completely. Incompletely darkened circle is not correctly read by the OMR scanner and no complaint to this effect shall be entertained.
7. **Do not darken more than one circle of option for any question. A question with more than one darkened response shall be considered wrong.**
8. **There will be negative marking for wrong answers. Each wrong answer will lead to deduction of 0.25 marks per wrong answer from the score.**
9. Only those candidates who obtain positive score in Entrance Test shall be eligible for admission.
10. Do not make any stray mark on the OMR sheet as this may lead to errors while scanning.
11. OMR answer sheet must be handled carefully and it should not be folded or mutilated, as in such case it will not be properly evaluated by the scanning machine.
12. Use of Electronic gadgets like calculator, mobile, smart watch, blue tooth etc. is strictly prohibited.
13. Rough work, if any, should be done on the blank sheets provided with the question booklet.
14. Ensure that the OMR Sheet is signed by the Examinee as well as by the invigilator.
15. At the end of the examination, fold the OMR Sheet along the crease on the top and tear off the top strip to separate the Original OMR Sheet from the Duplicate Copy.
16. Compulsorily hand over the **Original OMR Answer Sheet** to the invigilator.
17. Candidate's can retain duplicate copy of the OMR, Question Booklet and Admit Card.
18. If any of the information in the Response Sheet/Question Paper has been found missing or not mentioned as stated above, the candidate is solely responsible for that lapse.
19. Any deficiency on the OMR shall be the responsibility of the candidate himself/herself.

1. Which of the following is NOT a source of demographic data in India?
 - (A) Census of India
 - (B) Global Health Organization
 - (C) National Family Health Survey
 - (D) Sample Registration System
2. Which of the following sampling techniques is most appropriate for studying hidden populations (e.g., undocumented migrants, or drug users)?
 - (A) Simple random sampling
 - (B) Snowball sampling
 - (C) Systematic sampling
 - (D) Cluster sampling
3. Identify the wrong match with regard to the schools of thought and their respective advocates :
 - (A) Leopold Von Wiese - Formalistic
 - (B) Pritam Sorokin - Synthetic
 - (C) Georg Simmel - Synthetic
 - (D) Alfred Vierkandt - Formalistic
4. The term "Secular" was added to the Preamble of the Indian Constitution by which Amendment?
 - (A) 42nd Amendment
 - (B) 44th Amendment
 - (C) 73rd Amendment
 - (D) 86th Amendment
5. Organic Society is characterized by which of the following features?
 - i. Homogeneity
 - ii. Heterogeneity
 - iii. High Collective Consciousness
 - iv. Low Collective Consciousness
 Choose the correct option:
 - (A) ii and iv
 - (B) i and iii
 - (C) ii and iii
 - (D) i and iv
6. The distinction between in-group and out-group was given by :
 - (A) Georg Simmel
 - (B) P. Sorokin
 - (C) Charles Cooley
 - (D) W.G. Summer
7. The most appropriate technique for collecting information from a large literate population is :
 - (A) Questionnaire
 - (B) Schedule
 - (C) Interview
 - (D) Observation
8. According to Ferdinand Tonnies which term denoted community :
 - (A) Gemeinschaft
 - (B) Verstehen
 - (C) Class for itself
 - (D) Gesellschaft
9. Which of the following is an example of cross cousin marriage?
 - (A) A man marrying his mother's sister's daughter
 - (B) A man marrying his mother's brother's daughter
 - (C) A man marrying his father's brother's daughter
 - (D) A man marrying his sister's daughter
10. G. S. Ghurye highlights some structural features of caste system. Identify the incorrect one.
 - (A) Segmental division
 - (B) Hierarchy
 - (C) Pollution and purity
 - (D) Choice of occupation
11. Which of the following languages of India does not figure in the 8th Schedule of Indian Constitution?
 - (A) Manipuri
 - (B) Nepali
 - (C) English
 - (D) Sindhi

12. A research combines survey data with in-depth interviews and historical documents to study social issues. This is an example of :
- Experimental design
 - Mixed-methods approach
 - Participatory action research
 - Quasi-experimental method
13. Which of the following is a feature of Dominant Caste (as per M. N. Srinivas)?
- Religious education
 - Traditional education
 - Western Education
 - Indian Education
14. Who postulated, 'religion began as early humans responded to the forces of nature (the sun, moon, tides, winds) by personifying them and attaching myths and rituals to them'?
- Max Muller
 - Sigmund Freud
 - Peter Burger
 - Emile Durkheim
15. What does the term *operationalization* mean in research?
- Stating a problem
 - Developing a theoretical framework
 - Formulating objectives
 - Defining variables in measurable terms
16. What is the percentage of population of Sikhs in India as per 2011 census?
- 0.7
 - 1.7
 - 2.7
 - 3.7
17. Who wrote the book "Family, Kinship and Marriage in India" in 1993?
- Louis Dumont
 - Leela Dube
 - M. N. Srinivas
 - Patricia Uberoi
18. Which of the following are NOT correctly matched?
- Mead - Mind and Society
 - Goffman - The presentation of self in everyday life
 - Cooley - Human nature and social order
 - Blumer - The Social Construction of Reality
- i and ii
 - i and iv
 - ii and iii
 - iv and iii
19. Match the author with his work :
- | Authors | Books |
|-------------------|--|
| a. Yogendra Singh | i. Classes in Modern Society |
| b. Tom Bottomore | ii. Social Stratification: The forms and functions of Inequality |
| c. Melvin M Tumin | iii. Caste, Class and Power |
| d. Andre Beteille | iv. Social Stratification and social change in India |
- a-iv, b-ii, c-i, d-iii
 - a-ii, b-iv, c-ii, d-iii
 - a-iv, b-i, c-iv d-iii
 - a-iv, b-i, c-ii, d-iii
20. Who among the following was the first to use the term 'Reference Group' in 1942?
- Robert K. Merton
 - Herbert H. Hyman
 - Theodore Newcomb
 - Talcott Parsons
21. In research, which type of data collection method is used when a researcher observes people in their natural environment?
- Experimental method
 - Case study method
 - Observation method
 - Survey method

22. Who gave the concept of '*class, status and power*' in reference of social stratification?
- (A) Karl Marx
(B) Sorokin
(C) Max Weber
(D) Veblen
23. Given below are two statements, one labelled as Assertion (A) and the other as Reason (R).
(A): Davis and Moore state that social stratification is present in every society.
(R): They argued that all societies need some mechanism for ensuring effective role allocation and performance.
- Which of the following is the correct answer?
- (A) Both 'A' and 'R' are true and 'R' is the correct explanation of 'A'
(B) Both 'A' and 'R' are true, but 'R' is not the correct explanation of 'A'
(C) 'A' is true but 'R' is false
(D) 'A' is false but 'R' is true
24. Which of the following is a micro-level concern of sociology?
- (A) Social Structures
(B) Bureaucracy
(C) Face-to-face interaction
(D) Class Conflict
25. Which one of the following sociologists has identified four "Kinship Zones" of India?
- (A) M. N. Srinivas
(B) Irawati Karve
(C) Gail Omvedt
(D) Satish Deshpande
26. Who has written the book "Contemporary India and its Modernisation"?
- (A) O.M. Lynch
(B) Andre Beteille
(C) S.C. Dube
(D) Y. Singh
27. Which sampling method ensures the highest level of generalizability?
- (A) Snowball sampling
(B) Purposive sampling
(C) Simple random sampling
(D) Convenience sampling
28. A Kisan Movement that aimed at getting two-thirds of the gross produce to the share cropping peasants in Bengal was :
- (A) Pabna Movement
(B) Tebhaga Movement
(C) Naxalbari Movement
(D) Telangana Movement
29. Social Control is the process of
- (A) Promoting deviance
(B) Enforcing conformity
(C) Promoting individual autonomy
(D) None of the above
30. Given below are two statements, one labelled as Assertion (A) and the other as Reason (R).
(A): In experimental designs, both experimental and control groups are used.
(R): The group exposed to the independent variable being tested is called control group.
- Which of the following is the correct answer?
- (A) Both 'A' and 'R' are true and 'R' is the correct explanation of 'A'
(B) Both 'A' and 'R' are true, but 'R' is not the correct explanation of 'A'
(C) 'A' is true but 'R' is false
(D) 'A' is false but 'R' is true
31. Which of these are the steps in the sampling process?
- Choosing the sampling frame
 - Defining the target population
 - Identifying and selecting the method of sample
- Select the correct option
- (A) i only
(B) i and ii only
(C) i and iii only
(D) i, ii and iii

32. Which of the following is an example of non-material social fact ?
 (A) Housing and Sanitation
 (B) Information Technology
 (C) Values
 (D) Population Distribution
33. An important concept in Weber's sociology is Verstehen, it refers to :
 (A) To understand social behavior from the point of view of those engaged in it
 (B) To understand social behavior from the point of view of those not engaged in it
 (C) To understand partially social behavior from the point of view of those engaged in it
 (D) To understand social behavior from the point of view of those rarely engaged in it
34. Who said, "The ideas of the ruling class are, in every age, the ruling ideas"?
 (A) Friedrich Hegel
 (B) Max Weber
 (C) Karl Marx
 (D) Thorstein Veblen
35. How many secondary Kins are there as per George Murdock?
 (A) Eight
 (B) Twenty Five
 (C) Thirty Three
 (D) Fifteen
36. Ideal type is :
 (A) The most commonly found type of social organization
 (B) Conceptual or analytical model of social phenomena
 (C) Philosophical model of human society
 (D) Model of society based upon up-to-date philosophical and statistical evidence
37. When was the landmark *Towards Equality* report, which catalyzed the women's movement in post-independence India, published?
 (A) 1961
 (B) 1974
 (C) 1985
 (D) 1992
38. Who was the tribal leader of the Ulgulan (Great Tumult) movement in the Chotanagpur region during 1899–1900?
 (A) Sidhu Murmu
 (B) Alluri Sitarama Raju
 (C) Birsa Munda
 (D) Joria Bhagat
39. With whom do we associate the concept of social mobility in discussions on population growth?
 (A) Malthus
 (B) Frank W. Notestein
 (C) Arsene Dumont
 (D) Warren Thompson
40. As per the National Family Health Survey (NFHS-5), conducted between 2019 and 2021, India's Total Fertility Rate (TFR) stands at :
 (A) 1.0
 (B) 1.5
 (C) 2.0
 (D) 2.5
41. Which of the following is NOT included within the scope of land reforms in India?
 (A) Abolition of Intermediaries
 (B) Consolidation of land holdings
 (C) Imposition of Ceiling on land holdings
 (D) Provision Housing loan to farmers
42. Which of the following is NOT a primary source of data collection?
 (A) Questionnaire
 (B) Interview
 (C) Schedule
 (D) Article

43. Sociology:
- (A) Has been used to study social relationships for over 500 years
 - (B) Is the scientific study of social interaction and organization
 - (C) Has little bearing on public policy
 - (D) Is most useful only when applied to abstract matters
44. Who among the following is a prominent Subaltern theorist in India?
- (A) Louis Dumont
 - (B) Ranajit Guha
 - (C) Irawati Karve
 - (D) M. N. Srinivas
45. According to A. R. Desai :
- (A) Inequality is considered inevitable and beneficial
 - (B) The difference between what we do and what we are capable of doing would suffice to solve most of the world's problems
 - (C) Colonialism led to the rise of new classes
 - (D) Social change in India is largely a process of adjustment and accommodation
46. Louis Wirth identified four key characteristics of urbanism. Which of the following is NOT one of them?
- (A) Transiency
 - (B) Collectivism
 - (C) Superficiality
 - (D) Anonymity
47. What type of authority underpins governance in Weber's ideal city?
- (A) Traditional authority
 - (B) Charismatic authority
 - (C) Rational-legal authority
 - (D) Military dictatorship
48. Who developed the Concentric Zone Model, a spatial theory explaining urban social structure?
- (A) Ernest W. Burgess
 - (B) Max Weber
 - (C) George Simmel
 - (D) Peter Berger
49. Which of the following is NOT a typical characteristic of Indian slums?
- (A) Overcrowded and congested living spaces
 - (B) Access to clean water and proper sanitation
 - (C) Insecure land tenure and illegal settlements
 - (D) Poor health and education facilities
50. Chipko movement was first led by :
- (A) Sunderlal Bahuguna
 - (B) Birsa Munda
 - (C) Medha Patkar
 - (D) Vandana Shiva
51. A researcher selects every 10th name from a list of 1000 to get a sample of 100. This is an example of :
- (A) Stratified sampling
 - (B) Systematic random sampling
 - (C) Purposive sampling
 - (D) Cluster
52. According to Émile Durkheim in *The Elementary Forms of Religious Life*, what does the totem primarily represent for the members of a totemic clan?
- (A) A symbol of the supernatural power of nature
 - (B) An emblem of individual spiritual experience
 - (C) A representation of the clan and its collective identity
 - (D) A mythical animal worshipped for its magical powers
53. Which among the following theorists expressed the extreme form of opposition to enlightenment ideas?
- (A) Auguste Comte
 - (B) Louis de Bonald
 - (C) Claude Henri Saint-Simon
 - (D) Emile Durkheim
54. Manipulation is always a part of :
- (A) Historical research
 - (B) Experimental research
 - (C) Fundamental research
 - (D) Descriptive research

55. Marrying someone with similar social characteristics is known as :
- Hypogamy
 - Hypergamy
 - Sologamy
 - Homogamy
56. Who among the following tried to explain social change in terms of successive, 'challenge and response'?
- A. Comte
 - L. T. Hobhouse
 - A. Toynbee
 - T. K. Oommen
57. According to the 2011 Census of India, which form of migration accounts for the highest volume of migrants?
- Rural to urban migration
 - Urban to urban migration
 - Rural to rural migration
 - Urban to rural migration
58. Research can be classified as:
- Basic, Applied and Action Research
 - Historical, Survey and Experimental Research
 - Quantitative and Qualitative Research
 - All the above
59. _____ is the process by which existing social roles are radically altered or replaced. This process is likely to occur when people enter institutional settings where the institution claims enormous control over the individual.
- Adult socialization
 - Anticipatory socialization
 - Resocialization
 - Rites of passage
60. Which of the following committees is NOT related to Panchayati Raj in India?
- Balwant Rai Mehta Committee
 - Tendulkar Committee
 - Ashok Mehta Committee
 - G.V.K. Rao Committee

ROUGH WORK

Sr. No. 0875

ENTRANCE TEST-2024

SCHOOL OF SOCIAL SCIENCES

SOCIOLOGY

Question Booklet Series

C

Total Questions : 60

Time Allowed : 70 Minutes

Roll No. :

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Instructions for Candidates :

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1. The complete list of all the members/units of the population from which each sampling unit is selected is known as :
 - (A) Sample size
 - (B) Sampling frame
 - (C) Sampling weight
 - (D) Sampling bias
2. The general term for samples selected in accord with probability theory, typically involving some random-selection mechanism is called as :
 - (A) Probability sampling
 - (B) Non-Probability sampling
 - (C) Multistage sampling
 - (D) Judgmental sampling
3. Snowball sampling is a type of :
 - (A) Probability sampling
 - (B) Non-probability sampling
 - (C) Both of the above
 - (D) None of the above
4. In the construction of a questionnaire, find the odd one out :
 - (A) The vocabulary chosen should be simple
 - (B) The syntax should be clear and straight-forward
 - (C) Professional "jargons" and technical words should be avoided as far as possible
 - (D) Questions on controversial and sensitive issues should be used first and not broken into components
5. Who described interview as "a conversation with a purpose" ?
 - (A) Bingham and Moore
 - (B) Lindzey Gardner
 - (C) Earl Barbie
 - (D) William Zikmund
6. Which type of observation was used by Andre Beteille to study social inequality of Tanjore village ?
 - (A) Systematic observation
 - (B) Unsystematic observation
 - (C) Participant observation
 - (D) Non- Participant observation
7. In an interview, when there is no specification in the wording of questions or the order of questions, it is called as :
 - (A) Unstructured interview
 - (B) Structured interview
 - (C) Semi-structured interview
 - (D) Focused interview
8. What are the reasons of availing house loan ? This question is an example of :
 - (A) Fixed type question
 - (B) Open-ended question
 - (C) Both of the above
 - (D) None of the above
9. Who is associated with term "Sociological Imagination" ?
 - (A) C. Wright Mills
 - (B) Milton M. Gordan
 - (C) August Comte
 - (D) Karl Manheim
10. In contrast to other social sciences, sociology emphasizes the influence that groups can have on people's behavior and attitudes :
 - (A) False
 - (B) True
 - (C) Neutral
 - (D) None of the above

11. Who said that "Early sociology developed as a reaction to the Enlightenment" ?
(A) Charles Montesquieu
(B) Jean Jacques Rousseau
(C) Irving Zeitlin
(D) Emile Durkheim
12. George Simmel belongs to which school of thought ?
(A) Formalistic school of thought
(B) Synthetic school of thought
(C) Both Formalistic and Synthetic school of thought
(D) None of the above
13. Who expressed that society rests on "consciousness of kind" ?
(A) F. H. Giddings
(B) Maclver & Page
(C) Kingsley Davis
(D) None of the above
14. A village, city, a tribe or a nation is an example of :
(A) Society
(B) Community
(C) Association
(D) Organization
15. Physical proximity is a characteristic of :
(A) Secondary group
(B) Reference group
(C) Primary group
(D) None of the above
16. The simplest of all social groups is :
(A) Primary group
(B) Secondary group
(C) Dyad
(D) Triad
17. From his analysis of _____ societies, Murdock (1949) argued that the family performs four basic functions in all societies, which he termed sexual, reproductive, economic and educational.
(A) 350
(B) 250
(C) 150
(D) 450
18. The prohibition of sexual relationships between certain culturally specified relatives is called as :
(A) Kibbutz
(B) Cohabitation
(C) Incest taboo
(D) Machismo
19. The practice of living together as a male-female couple without marrying is called as :
(A) Cohabitation
(B) Commune
(C) Egalitarian family
(D) None of the above
20. Who defined family as "a social relationship based upon family relatedness" ?
(A) Theodorson
(B) Murdock
(C) Irawati Karve
(D) K. M. Kapadia
21. The process whereby people normally being socialized are at the same time socializing their socializers refers to :
(A) Resocialization
(B) Reverse socialization
(C) Role taking
(D) Rites of passage

22. A term used by George Herbert Mead to refer to the child's awareness of the attitudes, viewpoints and expectations of society as a whole is called as :
- Significant others
 - Generalized others
 - Role taking
 - None of the above
23. Choose the correct statement :
- Cultural change is much broader than social change
 - Social change is much broader than cultural change
 - Cultural change is same as social change
 - All of the above
24. The integrated approach to study social change in India was used by :
- M. N. Shrinivas
 - Yogendra Singh
 - S. C. Dube
 - T. N. Madan
25. Who is associated with the concept of "Impression Management" ?
- C. H. Cooley
 - G. H. Mead
 - Erving Goffman
 - Bernard Berk
26. Durkheim's term for the loss of direction felt in a society when social control of individual behavior has become ineffective refers to :
- Conformity
 - Anomie
 - Crime
 - Deviance
27. Social control carried out by people casually through such means as laughter, smiles and ridicule is called as :
- Formal social control
 - Community social control
 - Informal social control
 - Group social control
28. Who has said that "collective behavior is the relatively spontaneous and unstructured behavior of a group of people who are reacting to a common influence in an ambiguous situation" ?
- Neil Smelser
 - Richard A. Berk
 - Richard A. Johnson
 - None of the above
29. The term social movements was first used at the turn of eighteenth century by :
- Ralf Dahrendorf
 - Max Weber
 - Saint Simon
 - David F. Aberle
30. Telangana movement was a :
- Tribal movement
 - Women movement
 - Religious movement
 - Peasant movement
31. Which article mandates the State to promote the educational and economic interests of scheduled tribes, scheduled castes and other weaker sections ?
- Article 46
 - Article 36
 - Article 26
 - None of the above

32. In India, traditional Hindu society was divided into five main strata: four varnas or castes, and the fifth group was :
- Jati
 - Varna
 - Outcaste
 - Tribe
33. The sociological perspective views caste system as a phenomenon of:
- Social Immobility
 - Social mobility
 - Social equality
 - Social inequality
34. Who said that "the sub-castes came to be distinguished from castes due to territorial separateness, mixed origin, occupational distinction, differences in techniques of occupation, dissimilarity of customs, and due to nicknames"?
- Risley
 - Hutton
 - Ghurye
 - Majumdar
35. In Max Weber's phraseology, caste and class are both:
- Religious group
 - Status group
 - Political group
 - Secondary group
36. Which of the following is incorrect?
- Class systems are fluid
 - Class positions are in some part achieved
 - Class systems are personal
 - Class is economically based
37. Which of the following is correct?
- Sociologists are concerned with whether religious beliefs are true or false
 - Sociologists are not especially concerned with the social organization of religion
 - Sociologists often view religions as a major source of social solidarity
 - Sociologists don't tend to explain the appeal of religion in terms of social forces
38. Durkheim's work "The elementary form of religious life" was published in the year:
- 1912
 - 1812
 - 1712
 - 1612
39. The belief in spirits or ghosts, thought to populate the same world as human beings is called as:
- Totemism
 - Fetishism
 - Animism
 - Naturalism
40. The process through which religion's influence on other social institutions diminishes is called as:
- Communalization
 - Secularization
 - Denomination
 - Urbanization
41. The positive philosophy of August Comte, in three volumes was translated and condensed by:
- Emile Durkheim
 - Karl Marx
 - Saint Simon
 - Harriet Martineau

42. The law of three stages as given by August Comte is also called as :
- Law of revolution
 - Law of human progress
 - Law of society
 - Law of attraction
43. In which stage as per August Comte, phenomena are explained in terms of supernatural entities such as spirits and gods ?
- Theological stage
 - Metaphysical stage
 - Positivist stage
 - All of the above
44. August Comte who coined the term sociology was a/an :
- American
 - French
 - British
 - Italian
45. Social currents as per Emile Durkheim belong to :
- Material social facts
 - Non-material social facts
 - Both of the above
 - None of the above
46. The Latin term "sui generis" means :
- Common
 - Rare
 - Unique
 - Particular
47. The totality of beliefs and sentiments common to the average members of society forms a deterministic system with a life of its own. As per Emile Durkheim, it can be termed as :
- Collective consciousness
 - Individual consciousness
 - Unconscious
 - Hallucinations
48. According to Karl Marx, alienation appears not merely in the result but also in the process of production and within :
- Productive activity itself
 - Non-productivity itself
 - Both of the above
 - None of the above
49. To Marx, the basis upon which stratification systems rest is the relations of aggregates of men to the :
- Means of communication
 - Means of acquisition
 - Means of transport
 - Means of production
50. Marx adopted the dialectical mode of logic from :
- August Comte
 - Emile Durkheim
 - Hegel
 - Max Weber
51. The basis of much of Marx's thinking lies in his ideas on the potential of human beings what he called as :
- Species being
 - Human being
 - Nature being
 - None of the above

52. Weber utilized his ideal-type methodology to clarify the meaning of action which is determined by the actor's habitual and customary ways of behaving called as :
- Affectual action
 - Traditional action
 - Rational action
 - None of the above
53. To which sociologist's thinking, the class situation is ultimately linked to market situation ?
- Herbert Spencer
 - Karl Marx
 - Karl Mannheim
 - Max Weber
54. Max Weber argued that the bureaucratization of the modern world has led to its :
- Impersonalization
 - Depersonalization
 - Socialization
 - Coordination
55. Weber conceived of bureaucracies as structures and of bureaucrats as _____ within those structures.
- Human beings
 - Social beings
 - Positions
 - Functions
56. A systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem is called as :
- Case study method
 - Survey method
 - Scientific method
 - None of the above
57. Consider television as a product. The degree of use of the television varies with respect to age, sex, income level and profession of the respondents as well as place of time of use. Hence, the degree of the use of television to different types of respondents will be of importance to the researcher. This type of research is called as :
- Exploratory research
 - Experimental research
 - Explanatory research
 - Descriptive research
58. Find the odd one out. The most common and useful purposes of research are :
- Exploration
 - Description
 - Interaction
 - Explanation
59. Who said that research design is "a master plan specifying the methods and procedures for collecting and analyzing the needed information" ?
- William Zikmund
 - P. V. Young
 - Martin Blumer
 - Ackoff Russell
60. A sampling technique in which the population is classified into the number of groups based on some criteria, say age of members of population, viz., old age, middle age and young age is called as :
- Random sampling
 - Systematic sampling
 - Stratified sampling
 - Quota sampling