

BBA-111

Understanding Social Behavior

Max. Marks:100

External Assessment: 80

Internal Assessment:20

Note: There will be eight questions in all. A candidate is required to attempt five

questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Introduction : Nature and Scope of Sociology. The Methods of Sociology; Fundamental Concepts of Sociology. The Relationship Between Man and Society.

Social Structure and Processes – Social Structure: Meaning, Elements and Types; Social Institutions and Their Functions, Social Process: Co-operation, Conflict, Competition and Assimilation.

Socialization and Social Action : Meaning of Socialization; Socialization as a Process of Learning; Stages and Agencies of Socialization. Social Action: Elements, Rationality of Means; Economic, Political and Religious Integration of Ends.

Social Change and Institution: Meaning, Types and Factors in Social Change; Social Problems: Meaning, Causes and Remedies. Social Institution: Family, Religion and Marriage; Social Stratification in India. Attitude Formation and Change. Morale Audit; Values and Norms; Power and Politics; Bureaucracy.

Suggested Readings :

Miller & Form	:	Industrial Sociology
Sheth(N.R.)	:	Industrial Sociology in India
Sachadeva, V.B.	:	Introduction to Sociology
Mike O'Donnell	:	Introduction to Sociology