

PARUL UNIVERSITY
FACULTY OF LIBERAL ARTS
M.Arts Winter 2024-25 Examination

Semester: 3
Subject Code: 15201236
Subject Name: Cultural Studies

Date: 13/11/24
Time: 10:30am to 1:00pm
Total Marks: 60

Instructions:

1. All questions are compulsory as per instructions.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

SECTION A (30 Marks)

Q.1	Multiple Choice Question (1 * 5 = 5)	(5)	CO	PO	BT
	Which of the following concepts is central to understanding how individuals' identities are influenced by multiple social categories, such as race, gender, and class?		1	1	R
	A Hegemony (B) Globalization				
	c Intersectionality (D) Popular culture				
2	Which of the following is NOT typically considered a key concept in Cultural Studies?		1	2	R
	A Ideology b. Cultural Capital				
	c Representation d. Newton's Laws of Motion				
3	Which concept explores the blending of cultures resulting from increased global interconnectedness?		2	1	R
	A Hybridity b. Cultural imperialism				
	c Nationalism d. Marxism				
4	In what way does Cultural Studies view popular culture?		2	1	R
	A As insignificant to social structure b. As purely entertainment without deeper meaning				
	c As a major site for ideological negotiation d. As an isolated phenomenon				
5	Which of the following best describes the primary focus of Cultural Studies as a field?		1	2	R
	A Studying economic trends in cultural industries b. Understanding how culture shapes and is shaped by social power				
	c Examining ancient historical artifacts d. Predicting technological innovations				
Q.2	Short answer type Question (150 – 200 words). (6 * 3 = 18)	(18)			
1	What is the concept of "intersectionality," and why is it important in Cultural Studies?		2	3	A
2	In what ways can culture serve as a tool for social change?		2	4	U
3	How does Cultural Studies interpret the role of popular culture in society?		4	3	E
Q.3	Long answer type Question (1000 -1200 words). Attempt any one (1*7 = 7)	(7)			
1	What role does cultural imperialism play in the context of globalization?		3	2	U
2	How does the concept of hybridity contribute to our understanding of cultural interactions?		4	1	A

SECTION B (30 Marks)

Q.1	Multiple Choice Question (1 * 5 = 5)	(5)	CO	PO	BT
1	The examination of how popular media texts, like TV shows and movies, convey messages about society is known as: a. Cultural imperialism b. Scientific analysis c. Hegemony studies d. Pop culture analysis		1	1	R
2	Which term refers to cultural practices that challenge or resist dominant ideologies? a. Cultural capital b. Transnationalism c. Cultural resistance d. Cultural diffusion		1	2	R
3	Who is often credited as one of the founding figures of Cultural Studies? a. Stuart Hall b. Emile Durkheim c. Sigmund Freud d. Karl Marx		2	1	R
4	In Cultural Studies, the term 'cultural imperialism' refers to: a. Cultures mixing and creating new forms b. The study of ancient empires c. One culture dominating others, often through media and economy d. Political debates within cultures		2	1	R
5	In Cultural Studies, which term refers to the process by which dominant groups maintain control over others through cultural means? a. Subversion b. Postcolonialism c. Globalization d. Hegemony		1	2	R
Q.2	Short answer type Question (150 – 200 words). (6 * 3 = 18)	(18)			
1	Explain the significance of "hegemony" in Cultural Studies.		2	3	A
2	Describe the impact of globalization on cultural production and consumption.		2	4	U
3	How does Cultural Studies address the concept of "representation" in media?		4	3	E
Q.3	Long answer type Question (1000 -1200 words). Attempt any one (1*7 = 7)	(7)			
1	Why is identity formation a significant focus in Cultural Studies?		3	2	U
2	Explain the importance of audience reception in analyzing popular culture.		4	1	A