



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B. Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 10/01/2025

Batch and Term: 2022-25, Term-8

Total Marks: 25

Time Duration: 02 Hours

Course Name: Cultural Studies

Course Code: IHON104

Instructor: Ms. Yoshika Dsilva

This paper contains 02 pages in addition to the cover page.

Full Name of the Student: _____

Permanent Registration Number: _____ Class: _____

Marks Obtained: _____ Faculty Signature: _____ Invigilator Signature: _____

Main Answer Sheet	Number of Supplements	Total Number of Answer Sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.



Q.1. Fill in the Blanks

(07 Marks)

- a) The rise of _____ has affected how local cultures are represented in global tourism and hospitality industries.
- b) In hospitality, _____ is essential for staff to understand and respect different cultural backgrounds.
- c) Cultural Studies as a formal academic discipline began to take shape in the _____ & _____ in the UK. The Centre for Contemporary Cultural Studies (CCCS) was established at the University of _____.
- d) _____ is an interdisciplinary field that examines how cultural practices, media, power, and identity influence society, drawing on theories from sociology, politics, media studies, and more.
- e) _____ refers to the dispersion of people from their original homeland and the way they maintain connections with their cultural roots.
- f) The term _____ refers to the spread of cultural beliefs and social activities from one group to another.
- g) In the major theories in cultural studies, Postcolonial Theory was addressed by _____ and Homi K. Bhabha.
- h) The study of how cultural symbols and meanings are created and interpreted is known as _____.
- i) _____ theory focuses on how gender roles are constructed and reinforced in society.
- j) Antonio Gramsci's theory of _____ explains how dominant groups maintain power by shaping cultural norms that appear natural.
- k) Raymond Williams is known for introducing the concept of _____ in his book *Culture and Society* (1958), which links culture to material conditions.
- l) The concept of "encoding and decoding" in Cultural Studies was developed by _____.



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- m) Richard Hoggart's influential 1957 book, _____ analyzed the culture of the working class in post-war Britain.
- n) Postcolonial Theory explores the effects of _____ on cultural identities and relationships, particularly in post-colonial societies.

Q.2 Define the Following (any 4)

(4 Marks)

- a) Globalization
- b) Cultural Appropriation
- c) Cultural Studies
- d) Cultural Identity
- e) Cultural Materialism

Q.3. Interpret the following in a short explanation

(4 Marks)

- a) Give a brief on the Birth of 'Cultural Studies'
- b) Explain any 2 theories in Cultural Studies

Q.4. Answer the following questions in detail

- a) Why is cultural sensitivity and awareness essential in the hospitality industry? Provide examples to support your answer **(5 Marks)**
- b) Identify any 02 cultures from a tribe, region, state, or country and describe their distinct traditions, practices, history, cuisine, language, and other cultural characteristics. **(5 Marks)**