



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 16/01/2026

Batch and Term: 2023-2026 and Term VIII

Total Marks: 25

Time Duration: 2 Hours

Course Name: Cultural Studies

Course Code: IHON104

Faculty: Mr. Frazer Rodrigues

This paper contains 01 page 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.



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Answer the following questions

- Q.No.1) Describe the relationship between language and culture with suitable examples. **(05 Marks)**
- Q.No.2) Describe the role of media in shaping contemporary culture. **(05 Marks)**
- Q.No.3) The human body often becomes a powerful symbol through which cultures express identity, values, and beliefs. Give examples of how the human body is used to represent cultural identity in popular culture or media. **(10 Marks)**
- Q.No.4) Describe the impact of Marxism on economic policies and labour reforms. **(05 Marks)**
