

lives are produced far away from us even in different country. For instance- The Finnish mobile Nokia and US toy maker Barbie doll are used all over the world or even sold in geographically dispersed areas. US shoe Nike was used by Saudi Arabian customer. All this happens because of globalization. For example which was explained in the class According to Hans Rosling the greatest invention of industrial revolution is the case of washing machine. According to him the magic of washing machine pops up when economic growth and electricity turns a boring wash into intellectual work (Hans, 2010). He argues that technology is not reaching in all the parts of the world like in geographically dispersed areas. He took an example of washing machine though there are many years washing machine has been invented but there are still large number of women who doing is hard job by washing cloths by hand, warming water by the use of wood etc.

ANSWER-3

- Culture refers to the things in the life of an individual like art, literature, philosophy, music and religions sometimes based on caste, beliefs, and the environment in which we raised. The term culture has been defined in variety of way. Anthropologists, claim culture as guiding conceptual principal (culture and international business). Different authors have different views on the term culture In 1952, A. L. Kroeber and Clyde Kluckhohn identified more than one hundred of different definitions based on cultural effects. One of the authors defined culture as "that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society" (Edward Tylor 1871, 1). One another definition is "a mental map which guides us in our relations to our surroundings and to other people (James Downs 1971, 35). Thus, from the above explanation it is clear that