1. Describe the various stages of family life cycle.

Ans: The family life cycle concept has been well-accepted in sociology for fifty years (Loomis, 1936) and in marketing for over twenty-five years (Clark, 1955). It is recognized in most sociology and marketing textbooks, primarily as a useful basis for segmentation. Engel, Kollat and Blackwell (1978) comment, "because the life cycle concept combines trends in earning power with demands placed on income, it is one of the most powerful ways of classifying and segmenting individuals and families." Family life cycle was also used as an independent variable by Cox (1975) with length of marriage, in explaining the process of adjustment in family purchase decision-making. Analysis of variance of the relationship between the stage in the family life cycle and two operational definitions of adjustment revealed rho values of .15 and .36. These rho values were higher than the corresponding coefficients of determination using length of marriage, suggesting that family life cycle is the more powerful independent variable.

These studies show that the use of family cycle stage as an independent variable has been limited in scope and has had mixed success. As Wells and Gubar (1966) note, the question of how to define the different stages is not a trivial one. In her standard sociological work on the FLC, Fischer (1955) recognized that "there are, of course, deviations from this [traditional] pattern that need hardly be mentioned, such as failures to marry, divorce, childless couple, early death of one spouse, remarriage, and so on. She dismissed these exceptions as inconsequential; indeed they may have been in the 1950s. Wells and Gubar estimated that such households accounted for five to ten percent of the data in 1966.

The emotional and intellectual stages you pass through from childhood to your retirement years as a member of a family are called the family life cycle. In each stage, you face challenges in your family life that allow you to build or gain new skills. Gaining these skills helps you work through the changes that nearly every family goes through. Not everyone passes through these stages smoothly. Situations such as severe illness, financial problems, or the death of a loved one can have an effect on how well you pass through the stages. Fortunately, if you miss skills in one stage, you can learn them in later stages.

The stages of the family life cycle are:

- Independence.
- Coupling or marriage.
- Parenting: babies through adolescents.
- Launching adult children.
- Retirement or senior years.

Or

Define socialization. Explain the main agencies of socialization.

Ans: Socialization is a term used by sociologists, social psychologists, anthropologists, political scientists and educationalists to refer to the lifelong process of inheriting and disseminating norms, customs and ideologies, providing an individual with the skills and habits necessary for participating within his or her own society. Socialization is thus 'the means by which social and cultural continuity are attained'.

Socialization describes a process which may lead to desirable, or 'moral', outcomes in the opinion of said society. Individual views on certain issues, such as race or economics, are influenced by the view of the society at large and become a "normal," and acceptable outlook or value to have within a society. Many socio-political theories postulate that socialization provides only a partial explanation for human beliefs and behaviors, maintaining that agents are not 'blank slates' predetermined by their environment. Scientific research provides some evidence that people might be shaped by both social influences and genes. Genetic studies have shown that a person's environment interacts with his or her genotype to influence behavioral outcomes.