

FAQ's

Q1. Define Social Class.

Ans. Social class refers to a group of people with similar levels of wealth, influence, and status.

Q2. What does the word "Class" mean?

Ans. The term "class" is etymologically derived from the Latin *classis*, which was used by [census](#) takers to categorize citizens by wealth, in order to determine military service obligations.

Q3. Which are the three methods to determine social class?

Ans. Sociologists typically use three methods to determine social class:

- The objective method measures and analyzes “hard” facts.
- The subjective method asks people what they think of themselves.
- The reputational method asks what people think of others.

Q4. Define Affluent consumer.

Ans. Affluent Households place more importance on friendship, leisure times, and hobbies. They seem to place less importance on money which is why they consume more domestic airline tickets, own more vehicles, hold more securities and spend more money on desktop, laptop and hand held computers as well as other electronic gadgetries. Members of the affluent class have incomes that provide them with disproportionately larger share of all discretionary income.

Q5. Define Middle Class.

Ans. The middle class is a [class](#) of people in the middle of a social hierarchy.

Q6. Who are the working class?

Ans. The working class are those minimally educated people who engage in “manual labor” with little or no prestige.

Q7. Who are the lower middle class?

Ans. The **lower middle class** is often made up of less educated people with lower incomes, such as managers, small business owners, teachers, and secretaries.

Q8. Who are the upper middle class?

Ans. The **upper middle class** is often made up of highly educated business and professional people with high incomes, such as doctors, lawyers, stockbrokers, and CEOs

Q9. Which class is referred to as "white collar workers" and why?

Ans. The middle class are the "sandwich" class. These **white collar workers** have more money than those below them on the "social ladder," but less than those above them. They divide into two levels according to wealth, education, and prestige.

Q10. Define non-affluent consumers.

Ans. Non affluent consumers are those that often spend higher percentage of their available income on food than their middleclass consumers.