



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM

**DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM
MANAGEMENT**

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR
OF SCIENCE IN HOSPITALITY MANAGEMENT**

HTM 211 – SOCIAL ANTHROPOLOGY

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a. Explain the meaning of the following terminologies
- i. Mores (2marks)
 - ii. Cultural Lag (2marks)
 - iii. Ethnocentrism (2marks)
 - iv. Cultural Diffusion (2marks)
 - v. Cultural relativism (2 marks)
- b. Highlight any five roles of gate keepers in sociology of tourism. (5marks)
- c. Differentiate between real and ideal culture giving examples. (5marks)
- d. List five differences between cultural tourist and sun and Beach tourist. (5marks)
- e. Highlight major causes of non-material culture decline in the world today. (5marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Describe any five types of cultural tourists. (20marks)

QUESTION THREE (20 MARKS)

Discuss the DOXEY'S model giving valid examples (20marks)

QUESTION FOUR (20 MARKS)

Discuss the following as used in sociology. (20marks)

- i. Standardization (5marks)
- ii. Cultural anthropology (5marks)
- iii. Commoditization of culture (5marks)
- iv. Staged authenticity (5marks)