



**The Co-operative University of Kenya**  
**END OF SEMESTER EXAMINATION AUGUST -2018**  
**EXAMINATION FOR THE DIPLOMA IN TOURISM MANAGEMENT**  
**(YR I SEM II)**  
**UNIT CODE: DMTM 1107**

**UNIT TITLE: CROSS CULTURAL MANAGEMENT**

**DATE: 20<sup>TH</sup> AUGUST, 2018**

**TIME: 9:00 AM – 11:00 AM**

**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

- (a) Explain the components of the various groups referred to by the term general society. (10 marks)
- (b) Describe the TWO types of socialization and give examples in each case. (8 marks)
- (c) Explain how a tourism practitioner may overcome various cross cultural issues to succeed in his business. (10 marks)
- (d) Define the term socialization (2 marks)

**QUESTION TWO**

- (a) Explain the process of socialization in an industrialized society (10 marks)
- (b) Culture may be retrogressive in the modern world. Explain any FIVE issues that may contribute to this. (10 marks)

**QUESTION THREE**

- (a) Describe the term social control (4 marks)
- (b) Discuss the TWO basic types of social control in Kenya. (16 marks)

**QUESTION FOUR**

Describe the FIVE elements of culture. (20 marks)

**QUESTION FIVE**

- (a) State characteristics of culture (10 marks)
- (b) Define any FIVE terminologies of culture. (10 marks)