

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN
ECOTOURISM AND HOSPITALITY MANAGEMENT**

AGED 0250: RURAL SOCIOLOGY AND EXTENSION

STREAM: DIP. (ECOTOURISM)Y2S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 22/4/2011

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

1. Answer All the questions in your answer booklet.
2. Marks for each question are indicated in parenthesis () at the end of the question.

Q.1 The following are statements about Rural Sociology. Indicate T for the true statements and F for False statements. [10 marks]

_____ The main reason for studying Rural Sociology is to understand the behaviour of individuals in rural communities.

_____ Max Weber, one of the great social thinkers of the early 18th Century is considered the father of Sociology.

_____ The ability to communicate is one of the factors that enable man to have a culture.

_____ No two groups of people develop exactly the same culture, due to different localities and different ways of thinking.

_____ Socialization is a process that ensures the continued survival of a society.

_____ School is one of the significant agents of socialization in modern society. This however, does not mean that before the introduction of formal schooling, the young members of society were not adequately socialized.

_____ To deviate from the social norms does not necessarily imply that one is deviant.

_____ Involuntary groups are groups whose members are there by choice.

_____ One of the distinguishing features of a primary group is that it emphasizes interaction as an end in itself.

_____ The diffusion of innovations is a process that starts within an individual and eventually involves group decisions.

Q.2 Rural people are said to be more ethnocentric than urban dwellers. Define the concept of ethnocentrism, discuss its significance in the introduction of development projects in rural areas. [15 marks]

Q.3 Four basic “agents of social stratification” in our societies today are the family school, occupational system, and government of the day.

Discuss ways in which each of these works in the social stratification process in our rural communities. [20 marks]

Q.4 (a) Define agents of socialization. [5 marks]

(b) Briefly illustrate with examples how these agents of socialization influence individuals in society. [10 marks]

Q.5 Select a secondary group based in a rural area and analyse its organizational characteristics. [10 marks]
