

## Multiple-choice questions

### Section 5: Sociocultural exchanges

- 1 An area that has been a rich source of cultural traits is known as a:
  - A cultural centre
  - B cultural hearth
  - C cultural focus
  - D cultural core
  
- 2 The extent to which cultures are intermixed is referred to as:
  - A cultural fusion
  - B cultural assimilation
  - C cultural mixture
  - D cultural hybridity
  
- 3 The country with the greatest variety of languages is:
  - A Papua New Guinea
  - B Nigeria
  - C India
  - D Mexico
  
- 4 In 2007 international tourist arrivals reached a record of almost:
  - A 300 million
  - B 500 million
  - C 700 million
  - D 900 million



- 5** The first package tours were arranged by:
- A Thomas Cook
  - B Going Places
  - C Tui Travel
  - D Cosmos
- 6** The core–periphery enclave model of tourism was proposed by:
- A Harvey
  - B Britton
  - C Doxey
  - D Smith
- 7** The headquarters of Coca-Cola are in:
- A Chicago
  - B Seattle
  - C Atlanta
  - D New Orleans
- 8** The totality of consumer perceptions about a brand is referred to as:
- A brand image
  - B brand identity
  - C brand aura
  - D brand value
- 9** The dispersal of people from their original homeland is known as:
- A a migration fan
  - B a diaspora
  - C an ethnic wave
  - D a national collective



- 10** The gradual process of migrants integrating into mainstream communities is:
- A racial assimilation
  - B racial deconcentration
  - C racial awareness
  - D racial displacement
- 11** The complex pattern and mixture of residential areas in a city is referred to as the:
- A urban quilt
  - B urban patchwork
  - C urban mosaic
  - D urban assemblage
- 12** The most cosmopolitan city in Europe is:
- A London
  - B Paris
  - C Madrid
  - D Berlin
- 13** The concentration of individual ethnic groups in particular urban districts is referred to by the term:
- A ethnic towns
  - B ethnic hamlets
  - C ethnic settlements
  - D ethnic villages



- 14** People who are descendants from the original ethnic group(s) in a country are known as the:
- A indigenous population
  - B original population
  - C first population
  - D home population
- 15** The Zingu people live in:
- A Papua New Guinea
  - B Brazil
  - C Peru
  - D Namibia
- 16** The practice of promoting the culture or language of one nation in another is known as:
- A cultural direction
  - B cultural dominance
  - C cultural imperialism
  - D cultural pressure