

# **MARKSCHEME**

**November 2005**

## **SOCIAL AND CULTURAL ANTHROPOLOGY**

**Standard Level**

**Paper 1**

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**1. Compare the experience of eating at McDonald's in America with eating at McDonald's in Beijing.**

**[6 marks]**

This question is designed to elicit a primarily descriptive answer drawing on materials that can be found throughout the text. Good answers will move beyond a mere listing of similarities and differences in the experience of eating at McDonald's in diverse societies to consider the association of eating experiences with the pre-existing knowledge of restaurant experiences in China and the association of McDonald's with modernity, democracy and the future. In the latter respect, for example, the association of McDonald's with democracy is in contrast to the competitive nature of restaurant banquets in traditional Chinese restaurants, and yet, the egalitarian ethos within a McDonald's is itself contrasted with the status enhancement such dining confers on its patrons, who are accorded higher status than those who cannot afford to eat at McDonald's. There may be an equality of treatment and food for those within McDonald's in Beijing, but there is a clear status difference between those who dine at McDonald's and those who do not. This status distinction applies, but in reverse, in the USA. Whatever materials candidates choose to focus on, their answers should cover a sufficient, but not necessarily exhaustive, range of examples from the text and should be well-organized with a clear and sensible structure to the comparison.

**2. Why has the McDonald's corporation developed a strategy to make its outlet in Beijing more Chinese and less American?**

**[6 marks]**

This question requires candidates to move from the more clearly descriptive answer of question 1 to consider the nature of localization strategies employed by the McDonald's corporation in Beijing. The goal of any business enterprise is economic success and this can only be achieved by a transnational corporation if it is able both to offer something which the local market does not already have and for which a desire can be established, as well as providing the local market with some sense of security in so far as important and key social values are incorporated into the commodities offered by the transnational corporation. McDonald's achieves both these goals in Beijing by offering a taste of America and hence modernity, while supporting Chinese family values, personal care through the receptionists at the restaurants, and an outlet for an upwardly mobile and aspirational Chinese middle-class. McDonald's cannot afford to become too Chinese if it is to succeed but it must, nonetheless, cater to Chinese values and ideals, both those of the present society and those people hope for in the future, if it is to attract and keep customers. Strong answers will be able to incorporate examples from the text in order to present coherent and well-argued discussions revealing some of the complexities of globalization in a local context.

- 3. Consider the positive and negative impacts of globalization on a society you have studied in detail and compare this to the McDonald's case study in the example above.**

***[8 marks]***

The question provides candidates with a very wide range of case studies which may be used as the basis of the answer for this comparative question. However, candidates must demonstrate that the comparative case of their choice can be discussed in relation to globalization in both positive and negative terms and can also be compared to the example of McDonald's cited in the text. The comparison chosen by candidates need not focus on a transnational food chain or other commercial business enterprise. Answers must be organized in a clear manner, highlighting similarities, differences and generalizations. Candidates must situate the comparative case in terms of group, place, author, and ethnographic context.

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