



22135801



**SOCIAL AND CULTURAL ANTHROPOLOGY  
HIGHER LEVEL  
PAPER 1**

Monday 20 May 2013 (afternoon)

1 hour

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**INSTRUCTIONS TO CANDIDATES**

- Do not open this examination paper until instructed to do so.
- Read the passage carefully and then answer all the questions.
- The maximum mark for this examination paper is *[20 marks]*.

*Texts in this examination paper have been edited: word additions or explanations are shown in square brackets [ ]; substantive deletions of text are indicated by ellipses in square brackets [...]; minor changes are not indicated.*

*Extract adapted from Dolan, C. S., “Market Affections: Moral Encounters with Kenyan Fairtrade Flowers”. **Ethnos** 72:2, pages 239–261, 2007.*

From “It is through the consumption of Kenyan fairtrade\* flowers” to “the consumer desires the social and emotional ties that the exchange of gifts creates, and not the things themselves.”

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1. Describe what fairtrade means to both Northern consumers and African producers. *[6 marks]*
  2. Using theoretical perspectives, analyse the power relations found in fairtrade practices. *[6 marks]*
  3. Compare and contrast the exchange of fairtrade Kenyan flowers with **one** exchange system that you have studied in detail. *[8 marks]*
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