



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC YI, SII)

**BMC 2114: COMMUNICATION AND CULTURE**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Define the following terms
- i) Culture
  - ii) Intercultural communication
  - iii) Ethnocentrism
  - iv) Globalization culturally
  - v) Cultural anthropology
- (10 marks)**
- b) i) Explain special forms of considerations that must be given to the two participants in intercultural communications. **(5 marks)**
- ii) Cultural imperialism is real in Kenya. Explain it briefly. **(5 marks)**
- iii) Assimilation is progressively. Describe it. **(5 marks)**
- iv) Cultural patterns determine intercultural communication effectiveness. Outline how it occurs. **(5 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

Culture, the media influence all aspects of life and culturally globalize the norms of a member of the globe. Explain it. **(20 marks)**

### QUESTION 3

Describe briefly the following conflict resolution activities:

- a) Compromise
  - b) Collaborate
  - c) Withdraw
  - d) Negotiate
  - e) Arbitrate.
- (20 marks)**

### QUESTION 4

Discuss with concrete examples how the characteristics of culture can be used to make effective intercultural communication. **(20 marks)**

### QUESTION 5

The sender must specifically learn, apply the unknown and known cultural norms, values and standards of the intended receiver to effectively communicate across cultures. Discuss.

**(20 marks)**