



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4208 : COMMUNICATION AND CULTURE

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES:AUGUST2017

TIME:2HOURS

DATE:Pick DateSep2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

1. (a) Define culture in relation to intercultural communication (2mks)
- (b) Explain THREE causes of communication barriers between people from different cultures. (6mks)
- (c) Elaborate TWO ways in which one can avoid stereotyping others. (4mks)
- (d) Explain THREE elements of a culture. (6mks)
- (e) Explain the term “culture is dynamic”. (2 mks)
- (f) Explain THREE ways in which non-verbal communication can be used to enhance intercultural communication (6mks)
- (g) Explain TWO differences between high-context and low-context cultures (4mks)

Section B: Answer TWO questions:

Question TWO

Ali has won a scholarship to study a degree in Mass Communication in a university in America. He is anxious to fit in the new society. Giving relevant examples, discuss FIVE communication barriers that he is likely to experience. (20mks)

Question THREE

Giving relevant examples for each, discuss ways in which the following can be used to enhance intercultural communication. (20mks)

- (i) Dress (5mks)
- (ii) Language (5mks)
- (iii) Rituals (5mks)
- (iv) Values (5mks)

Question FOUR

Giving relevant examples, discuss FIVE benefits of Intercultural communication in society. (20mks)

Question FIVE

Intercultural Communication seeks to create understanding between people from different cultures. Giving relevant examples, discuss FIVE ways in which one can overcome stereotype. (20mks)