



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

BMC 4208: COMMUNICATION AND CULTURE

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

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***
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SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
- i) Low context culture (3 marks)
 - ii) High content culture (3 marks)
 - iii) Ethnocentrism (3 marks)
 - iv) Xenophobia (3 marks)
- b) Explain **FOUR** distinguish features of culture. (4 marks)
- c) Identify and explain **FOUR** means by which members of a culture communicate with each other. (4 marks)

- d) i) Distinguish between attitudes and beliefs with the use of examples. (4 marks)
- ii) Explain **FOUR** attitudes from your community that shape culture. (4 marks)
- iii) Explain how education and status affect culture. (2 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Describe how culture influences the oral, written and non-verbal communication. (20 marks)

QUESTION 3

Discuss the stages of culture shock and strategies of how to deal with culture shock. (20 marks)

QUESTION 4

Discuss how communication practitioners can benefit from acquiring cross cultural communication skills. (20 marks)