



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

HMC 4214: INTERCULTURAL COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025Select seriesPickyear

TIME: TWOChoose hours**HOURS**

DATE:Pick Date**Apr 2025**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE QUESTIONS

QUESTION ONE & TWO ARE COMPLUSORY:

YOU CAN THEN ATTEMPT ANY OTHER TWO QUESTIONS,

Choose NoChoose instruction.

Do not write on the question paper.

{QUESTIONS ONE & TWO ARE COMPULSORY}

Question ONE

- | | |
|--|-------|
| a) Define Culture | 2Mks |
| b) Explain the symbol differences of any African culture. | 4Mks |
| c) State the importance of inter-cultural communication. | 4Mks |
| d) Describe the any two differences found at intercultural and cross-cultural communication. | 10Mks |
| e) Outline the importance of media to culture. | 5mks |

Question TWO

- a. Describe the various categories of inter-cultural communication. 5Mks
- b. Explain the functions of technology to the contemporary creative person. 10Mks
- c. Differentiate stereotype, generalization and discrimination. 10Mks

{ATTEMPT ANY TWO QUESTIONS}**Question THREE**

Discuss the any TEN important reasons for the effectiveness of inter-cultural communication. 20Mks

Question FOUR

In sequence, discuss the various approaches used for inter-cultural communication development. 20Mks

Question FIVE

Discuss the challenges and opportunities exhibited by the study of inter-cultural communication 20Mks