



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 2)

BLS 2130: COMMUNICATION AND CULTURE

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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: **(10 marks)**
- i) Acculturation
 - ii) Culture shock
 - iii) Value
 - iv) Folkway
 - v) Culture
- b) Explain **FIVE** elements of culture. **(10 marks)**
- c) Outline **FIVE** importance of intercultural communication. **(10 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) Explain **FIVE** functions of Kinship systems. **(10 marks)**
- b) Explain **FIVE** functions of worldview. **(10 marks)**

QUESTION 3

Globalization has had a major impact on traditional family structures throughout the world. Discuss. **(20 marks)**

QUESTION 4

- a) Outline **FIVE** elements of religion. **(10 marks)**
- b) Outline **FIVE** principles of communication. **(10 marks)**

QUESTION 5

Knowing yourself and your personal biases is a crucial element in becoming a competent intercultural communicator. Discuss. **(20 marks)**