



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 123

COURSE TITLE: INTERCULTURAL COMMUNICATION

DATE: 20TH JULY, 2021

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE – COMPULSORY (30 MARKS)

- a) Define the term ‘Intercultural Communication’ and explain its relevance to an aspiring journalist. (5 marks)
- b) Briefly identify and explain any examples of behaviour as a form of communication. (10 marks)
- c) Contrast with examples, the high context and low context styles of communication. (10 marks)
- d) State any five barriers to intercultural communication. (5 marks)

QUESTION TWO (20 MARKS)

- a) What is the meaning of the concept ‘culture’. (5 marks)
- b) Discuss the any five characteristics of culture. (15 marks)

QUESTION THREE (20 MARKS)

Explain any five dimensions of social values as identified by *Hofstede (1983)* and *Hall (1966)*.

QUESTION FOUR (20 MARKS)

With the increasing opportunities for individuals and corporations as a result of globalization, the incorporation of intercultural studies in college programs has become inevitable. Explain how universities have increased the intercultural understanding through organizational change and innovation.

QUESTION FIVE (20 MARKS)

Explain in detail the two subdivisions of political behaviour.