



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS AND SOCIAL SCIENCES WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEN 207: INTERCULTURAL COMMUNICATION

Date: 7th January, 2016

Time: 8.30 - 10.30am

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions.



1.a) Define the concept "culture". (5mks)

b) Outline the elements of culture. (10 mks)

c) Discuss the interface between communication and culture, citing appropriate illustrations. (15 mks)

2. With appropriate illustrations, explain the influence of culture on perception. (20 mks)

3. Identify and explain any FOUR barriers to intercultural communication. (20 mks)

4. Explain how identity affects intercultural communication. (20 mks)

5. Citing appropriate examples, explain how multiculturalism impacts communication. (20 mks)