

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2018/2019**

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF CORPORATE COMMUNICATION

**HCC 2109: INTERCULTURAL COMMUNICATION**

DATE: DECEMBER 2018 TIME: 2 HOURS

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE**

1. Define the following terms:-
2. Ethnic identify
3. Stereotype
4. Racism
5. Culture shock
6. Argo
7. Explain the importance of cultural identity. [5 marks]
8. Actions speaks louder than works. “This proverb highlights the importance of non-verbal communication. Discuss the limitations of non-verbal communication. [10 marks]
9. Using illustrations, discuss any five forms of variations that may be found in a culture’s language. [10 marks]

**QUESTION TWO [20 MARKS]**

1. When individuals from different cultures engage in communication, it is very likely that one or more will not be using their native language. Discuss five considerations as a communicator you should attend to in order to reduce the potential of miscommunication [10 marks]
2. Outline and explain five components of competence that influence one’s ability to interact and appropriately in another culture. [10 marks]

**QUESTION THREE [20 MARKS]**

1. The body is a major source of non-verbal messages. Discuss five means through which these messages are communicated. [10 marks]
2. “Communication is a dynamic process.” Justify this principle and discuss other principles of communication [10 marks]

**QUESTION FOUR [20 MARKS]**

1. Kimani has been awarded a scholarship to further his studies in Singapore. Draw a U-curve and explain the four major stages of culture shock that he may have t o go through in the new culture [10 marks]
2. Discuss any five elements of culture exhaustively. [10 marks]