

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 240: CULTURE AND COMMUNICATION

STREAMS: B.A

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer three questions. Question one is compulsory.

SECTION A: 30 MARKS

1. (a) What do humans benefit from subscribing to a particular way of life? (10 marks)
- (b) Explain what is meant by communication barriers? Classify them citing an example under each classification. (20 marks)

SECTION B: 40 MARKS

2. Africa's underdevelopment is to some extent attributed to some cultural practices. Discuss. (20 marks)
 3. Discuss the cultural repercussion of acquiring new electronic technology in Kenya. (20 marks)
 4. There is no such thing as the African culture. Discuss. (20 marks)
 5. Explain the benefits of intercultural communication in the society. (20 marks)
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