

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

COMM 240: CULTURE AND COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 4/12/2019

2.30 P.M – 4.30 P.M

INSTRUCTIONS

Answer three questions in all. Question one is compulsory

SECTION A; 30 MARKS COMPULSORY

1. (a) Explain the benefits of intercultural communication. [10 marks]
- (b) Discuss five (5) functions of culture in the society. [10 marks]
- (c) Discuss barriers to effective intercultural communication. [10 marks]

SECTION B 30 MARKS

2. Discuss the cultural and religious repercussion of acquiring new electronic technology and media in Kenya. [20 marks]
 3. Africa's underdevelopment is to some extent attributed to some cultural practices. Discuss. [20 marks]
 4. There is no such thing as the African culture. Discuss. [20 marks]
 5. Analyze the key components that explain Lasswel's model of communication. Use examples from your culture to explain your answer. [20 marks]
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