

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

COMM 240: CULTURE AND COMMUNICATION

STREAMS: B.A

TIME: 2 HOURS

DAY/DATE: MONDAY 16/12/2024

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** questions.
- Question **ONE** is compulsory and has **30** marks.
- All other questions are **20** marks.

QUESTION ONE

- (a) Identify five types of communication and explain their relationship to culture. (15 marks)
- (b) Culture is sometimes viewed as the totality of people's way of life. Discuss. (15 marks)

QUESTION TWO

Language is fundamental in social integrations. With respect to the human communication cycle, discuss various hindrances that sometimes obstruct the objectives of the communication sender. (20 marks)

QUESTION THREE

As a young graduate, assume you have won a masters scholarship in a university in a culturally conservative Siberia region of Russia. Discuss possible cultural challenges you face while giving possible ways to overcome them. (20 marks)

QUESTION FOUR

The rapid spread of communication technology has brought foreign and sometimes very different cultures right into our living rooms. Discuss. (20 marks)

QUESTION FIVE

With relevant illustrations, demonstrate your understanding of the following cultural concepts

- (a) Cultural sensitivity
- (b) Cultural imperialism
- (c) Pre-literate culture
- (d) Communication ethics
- (e) Sub-culture

(20 marks)
