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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATIONS

FOR DIPLOMA

OF

PUBLIC RELATIONS AND CREATIVE ADVERTISING

COURSE CODE: DPA110

COURSE TITLE: COMMUNICATION AND CULTURE

DATE: 04/08/2022

TIME: 8.00 AM-10.00 AM

INSTRUCTIONS TO CANDIDATES

Answer **QUESTION 1** and any other **TWO QUESTIONS**.

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

1. Basing your argument on various modes of nonverbal communication, explain any five challenges that two people from two different cultures may encounter while communicating to one another (20 marks)
2. The relative importance of values within each culture can also be revealed through sayings, such as “Time is money” (American), “A zebra does not despise its stripes” (African) or “No need to know the person, only the family”(Chinese). Such sayings impart values that are important in each culture and can provide us with a better understanding of others’ cultural beliefs.
3. Gracious is a Kenyan sixteen years old girl, of Hindu origin, Christian and a manager at rover inn Nairobi. She drives the latest model of new cars every year and plays golf. Discuss and qualify at least five aspects that identify Gracious from the above description. 20 marks
4. Discuss the following issues considered when thinking about cultural differences. 20 marks
 - a) Perception of space
 - b) Perception of time
 - c) Importance of hierarchies
 - d) Nonverbal communication behaviors
 - e) Individualism versus collectivism
5. By use of vocal cues Demonstrate how nonverbal communication enhances or mitigates communication. 20 marks
6. Using relevant example to discuss five use of language in a society. 20marks