



(University of Choice)

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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF**

BACHELOR OF SCIENCE IN JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 105

COURSE TITLE: COMMUNICATION AND CULTURE

DATE: 26/04/2023

TIME: 3.00 pm-5.00 pm

INSTRUCTIONS TO THE CANDIDATE

Answer **Question 1** and any other **2 questions**.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

1. List and elaborately explain the barriers to effective and appropriate intercultural communication. **(30 Marks)**
2. Distinguish between stereotypes, prejudice, and racism and show how each is a barrier to intercultural communication giving examples in your local environment. **(10 Marks)**
 - b) Explain, with examples, how assuming similarity instead of difference acts as a barrier in intercultural communication **(10 Marks)**
3. Discuss, with examples, the importance of the study of intercultural communication **(10 Marks)**
 - b. Effective Intercultural Communication skills is a must in today's generation. Why? **(10 Marks)**
4. In a communication process, noise can be a very big hindrance to effective communication. Elaborate. **(20 Marks)**
5. Language is a very critical component in an interaction.
 - i) Explain the different forms of communication that you know of. **(15 Marks)**
 - ii) Is it true that people speaking the same language have the same culture? Elaborate. **(5 Marks)**