



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF BACHELOR OF ARTS IN
ANTHROPOLOGY WITH INFORMATION TECHNOLOGY**

CITY CAMPUS - REGULAR

ASA 406: CULTURE AND COMMUNICATION

Date: 2nd December, 2016

Time: 2.00 - 5.00 pm

INSTRUCTIONS:

- Answer ANY THREE questions.



ASA 406: CULTURE AND COMMUNICATION

YEAR FOUR SEMESTER ONE

KISUMU CUMPUS (REGULAR)

Answer any **THREE** Questions.

1. Discuss the communication process and show how it promotes workplace interaction and integration. (23.3 marks)
2. Appraise the role of social media in communication. Use examples. (23.3 marks)
3. a) Differentiate between high-context and low-context cultures. (6 marks)
b) Discuss how context would be used to explain intercultural communication. Use examples. (18.3 marks)
4. Explain any **FIVE** factors that influence communication within a culture. (23.3 marks)
5. a) Analyze the cultural characteristics that affect communication in small groups. (12 marks)
b) Examine any **FIVE** functions of communication. Use examples. (11.3 marks)
6. Discuss any **FIVE** principles of intercultural communication. Use examples. (23.3 marks)