



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF EDUCATION ARTS WITH INFORMATION
TECHNOLOGY**

MAIN CAMPUS

AEN 207: INTERCULTURAL COMMUNICATION

Date: 29th November, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



- 1a). With appropriate illustrations, define the concept 'Intercultural Communication. (5mks)
- b). Identify and explain the elements of culture as identified by Hofstede (1994) (10 mks)
- c). Explain any THREE aspects of culture within cultures. (15mks)
2. Describe how rules and norms affect inter cultural communication. (20 mks)
- 3a). Define inter cultural communicative competence. (5 mks)
- b). Explain how Inter cultural communicative competence can transform an individual from mono cultural to multicultural. (15 mks)
4. Identify and explain the FOUR key issues in Intercultural communicative competence. (20mks)
- 5a). With appropriate illustrations, explain the influence of culture on perception. (10 mks)
- b). Identify and explain any FOUR barriers to Intercultural communication. (10 mks)