

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA

COMM 240: CULTURE AND COMMUNICATION

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

8.30 A.M. – 10.30 A.M.

**INSTRUCTIONS: ANSWER THREE QUESTIONS. QUESTION ONE IS
COMPULSORY**

SECTION A (30 MARKS)

1. (a) With appropriate examples demonstrate your understanding of culture. [5 marks]
- (b) Discuss the benefits of subscribing to a particular way of life? [10 marks]
- (c) Explain the relationship between culture and communication. [8 marks]
- (d) With appropriate examples, explain the following culture terminologies:
 - (i) Ethnocentrism [3 marks]
 - (ii) Multiculturalism [3 marks]

SECTION B (40 MARKS)

2. (a) What are the cultural and religious repercussions of acquiring new electronic technology and media in Kenya? [10 marks]
- (b) Using an appropriate communication model, discuss the process of human communication. [10 marks]
3. Africa's underdevelopment is to some extent attributed to some cultural practices. Discuss. [20 marks]
4. (a) Using examples, explain some of the cultural differences in Kenya and show how they affect communication. [10 marks]
- (b) Explain the meaning of communication barriers. Discuss five of them. [10 marks]