



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM1904 Intercultural Communication**
Trimester & Year : January – April 2021
Lecturer/Examiner : Ms Amalina Mustaffa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (50 marks) : FIVE (5) structured questions. Answer ALL questions. Answers are to be written in the column provided.**
 - PART B (50 marks) : ONE (1) essay question. Answer ALL questions. Answers are to be written in the column provided.**
2. Candidates are not allowed to refer to any unauthorized materials during the online exam

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including the cover page)

PART A : FIVE (5) STRUCTURED QUESTIONS (SHORT ANSWERS) (50 MARKS)

INSTRUCTION(S) : ANSWER ALL QUESTIONS.

Question 1

Describe the following:

- i. Culture
- ii. Dominant culture
- iii. Values
- iv. Ideal values
- v. Real values
- vi. Beliefs
- vii. Norms
- viii. Attitudes
- ix. Culture shock
- x. Communication

(10 marks)

Question 2

The study of linguistics is one of many ways to think about language. Linguist generally divide the study of language into **FOUR (4)** parts; name all parts in the study of language and explain each part and provide **ONE (1)** example in each explanation.

(12 marks)

Question 3

Discuss the distinction between high culture, folk culture and popular culture. Provide **ONE (1)** example in each culture in the discussion.

(12 marks)

Question 4

Explain what assimilation is in the migrant-host relationships.

(6 marks)

Question 5

Explain **FIVE (5)** categories of social identities and explain a characteristic in each identity.

(10 marks)

END OF PART A

PART B : **ONE (1) ESSAY QUESTION.** (50 MARKS)

INSTRUCTION(S) : **ANSWER ALL QUESTIONS.**

Question 1

The work of Edward T. Hall and of Gerard Henrik Hofstede give us the way to understand how cultures are similar to and different from one another. It also provides the understanding of how these cultural variations may affect communication. Discuss **SEVEN (7)** dimensions of cultural variations based on the work of Hall and of Hofstede.

(50 marks)

END OF EXAM