



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 : September – December 2021
 Lecturer/Examiner : Ms Amalina Mustaffa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (70 marks) : SIX (6) structured questions. Answer ALL questions. Answers are to be written in the column provided.**
 - PART B (30 marks) : ONE (1) essay question. This question is mandatory. 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 = 3 (Including the cover page)

PART A : SIX (6) STRUCTURED QUESTIONS (SHORT ANSWERS) (70 MARKS)

INSTRUCTION(S) : ANSWER ALL QUESTIONS.

Question 1 (8 marks)

Discuss the difference between high culture and popular culture. Provide **ONE (1)** example for each culture in the discussion.

Question 2 (7 marks)

Identify the function of assimilation in the migrant-host relationships.

Question 3 (8 marks)

Analyse how culture can be (i) transmitted and (ii) modified through communication. Illustrate your answer using **TWO (2)** examples for (i) and for (ii).

Question 4 (8 marks)

Discuss how sojourners are different from immigrants.

Question 5 (15 marks)

Demonstrate the difference in each category below and provide **ONE (1)** example for each category.

- i. Culture v Ideal values
- ii. Gender identity v sexual identity
- iii. Racial identity v attitude
- iv. Beliefs v Norms
- v. Age identity v ethnic identity

Question 6 (24 marks)

Differentiate the following dimension of cultural variations based on the work of Hall and Hofstede. Provide **ONE (1)** example for each point to illustrate the difference.

- I. Individualism and collectivism
- II. High-context and low-context cultures
- III. Femininity and masculinity cultures

END OF PART A

PART B : **ONE (1) ESSAY QUESTION.** **(30 MARKS)**

INSTRUCTION(S) : **THIS QUESTION IS MANDATORY**

Question 1 **(30 marks)**

Discuss **FIVE (5)** implications of technology on intercultural communication. You must defend your answer with **ONE (1)** logical argument in every stated implication.

END OF EXAM