



**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 2022  
Lecturer/Examiner : Ms Amalina Mustaffa  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (40 marks) : SIX(6) structured questions. Answer ALL questions. Answers are to be written in answer booklet provided.  
PART B (60 marks) : FOUR (4) essay questions. Answer only THREE (3) questions. Answers are to be written in the answer booklet 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). (40 MARKS)**

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

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**Question 1 (4 marks)**

Provide definition for the following:

- a. Ethnocentrism
- b. Culture shock
- c. Communication
- d. Culture

**Question 2 (4 marks)**

Discuss the **FOUR (4)** building blocks to understanding intercultural communication.

**Question 3 (8 marks)**

Differentiate between **(a)** subculture and counterculture and **(b)** high culture and popular culture by providing **TWO (2)** points in the discussion of each culture mentioned above.

**Question 4 (6 marks)**

Culture affects how consumer use or consume products.  
Discuss:

- i) **SIX (6)** ways of how popular culture is consumed and;
- ii) **TWO (2)** ways how popular culture influenced individual attitudes and behaviours.

**Question 5 (9 marks)**

Explain **SIX (6)** importance of studying intercultural communication.

**Question 6 (9 marks)**

Explain **SIX (6)** categories of identities and explain **ONE (1)** distinct characteristic of each identity.

**END OF PART A**

**PART B : FOUR (4) ESSAY QUESTIONS. EACH QUESTION CARRIES 20 MARKS.**

**INSTRUCTION(S) : ANSWER ONLY THREE (3) QUESTIONS. Write your answers in the answer booklet(s) provided.**

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**Question 1 (20 marks)**

Define cultural dimensions model according to Geert Hofstede and differentiate the following dimension of cultural variations:

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

**Question 2 (20 marks)**

- a. Differentiate between sex and gender. (2 marks)
- b. Discuss **FOUR (4)** gender verbal communication differences between men (masculine) and women (feminine). (8 marks)
- c. Explain **FOUR (4)** approaches to effective communication. (4 marks)
- d. Explain **THREE (3)** points on why interpersonal communication is important. (6 marks)

**Question 3 (20 marks)**

- a. Analyse how culture can be **(i)** transmitted and **(ii)** modified through communication. Illustrate your answer using **TWO (2)** examples for each **(i)** and for **(ii)**. (8 marks)
- b. Explain what assimilation is and identify **SEVEN (7)** functions of assimilation in the migrant-host relationships.
- c. Discuss how sojourners are different from immigrants. Provide **TWO (2)** points in each discussion to demonstrate the differences between the two. (4 marks)

**Question 4 (20 marks)**

Discuss the **FIVE (5)** implications of technology on intercultural communication. Provide **THREE (3)** points in each discussion.

**END OF EXAM QUESTIONS**