



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR OF SCIENCE IN COMMUNICATION
& PUBLIC RELATIONS/JOURNALISM**

COURSE CODE: CPR 2103

**COURSE TITLE: COMMUNICATION, CULTURE AND
TECHNOLOGY**

DATE: 28TH MARCH, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** question

QUESTION ONE

- A. Explain Bronislaw Malinowski's Permanent Vital Sequence in relation to culture. (15 Marks)
- B. Explain the features about humans that have allowed them to develop a complex technology. (10 Marks)
- C. Outline Five principles of communication. (5 Marks)

QUESTION TWO

- A. While the defining characteristics or combination of characteristics of each culture are unique, all cultures share certain common functions. Explain the functions that are particularly important from a communication perspective. (10 Marks)
- B. Explain the reasons why people use different facial management techniques during non-verbal communication. (10 Marks)

QUESTION THREE

- A. Cultural competency comprises four elements. Describe these elements. (10 Marks)
- B. The learning and adaptation function of culture shock has been indirectly supported by studies that have attempted to describe the stages of the adaptation process. Explain these stages. (10 Marks)

QUESTION FOUR

- A. All human societies use language. Explain the importance of language in culture. (10 Marks)
- B. Explain Five characteristics of culture that encourage creativity among its members. (10 Marks)

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