



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR  
SECOND YEAR/ FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES & CREATIVE INDUSTRIES  
BACHELOR OF COMMUNICATION &  
JOURNALISM**

**COURSE CODE: CPR 2103-1  
COURSE TITLE: COMMUNICATION,  
CULTURE AND TECHNOLOGY**

**DATE: 14TH DECEMBER 2023**

**TIME: 0830-1030HRS**

---

**INSTRUCTIONS TO CANDIDATES**

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

### **QUESTION 1**

- a). Explain Bronislaw Malinowski's Permanent Vital Sequence in relation to culture. **(10 MARKS)**
- b). Outline **Five** principles of communication. **(5 MARKS)**
- c). Describe the features about humans that have allowed them to develop a complex technology. **(5 MARKS)**

### **QUESTION 2**

- a). Explain the ways in which Bronislaw Malinowski's basic needs are met in a given culture. **(9 MARKS)**
- b). Explain ways in which a subculture differs from a culture. **(6 MARKS)**

### **QUESTION 3**

- a). Explain three benefits of one style of education. **(7.5 MARKS)**
- b). Describe the process of acculturation and enculturation. **(7.5 MARKS)**

### **QUESTION 4**

- a). Based on technological function, describe the basic tool types that may be used in society. **(8 MARKS)**
- b). Explain the role of communication in relation to Abraham Maslow's Hierarchy of needs. **(7 MARKS)**

### **QUESTION 5**

- a). Explain three principles of interpersonal communication. **(7.5 MARKS)**
- b). 'Communication is systemic' using relevant illustrations, explain this statement. **(7.5 MARKS)**

**/END/**