



STRATHMORE INSTITUTE
DIPLOMA IN INTERNATIONAL RELATIONS
END OF SEMESTER EXAMINATION
DIR 1203: CROSS-CULTURAL COMMUNICATION

DATE: 19th May 2021

Time: 2 Hours

INSTRUCTIONS

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE – COMPULSORY QUESTION

1. Describe the following terms and illustrate your response using clear, specific examples:
 - i. Ethnicity **(3 marks)**
 - ii. Culture **(3 marks)**
 - iii. Ethnocentrism **(3 marks)**
 - iv. Racism **(3 marks)**
 - v. Prejudice **(3 marks)**
 - vi. Stereotype **(3 marks)**
 - vii. Xenophobia **(3 marks)**
 - viii. Discrimination **(3 marks)**
 - ix. Cultural diversity **(3 marks)**
 - x. Cultural relativism **(3 marks)**

Total: 30 marks

QUESTION TWO:

Culture is believed to bestow onto an individual their sense of identity. Discuss in detail, citing relevant examples, the processes through which culture is transmitted. **(15 marks)**

QUESTION THREE:

(a) What are cultural markers? **(2 marks)**

(b) Name three (3) cultural markers that are uniquely associated with your community. **(3 marks)**

(c) Today's world is unified by several modern-day cultural markers that are now universal, having been embraced by majority of communities around the world. Identify at least five (5) global cultural markers, pinpoint their origin and explain their impact on traditional practices and beliefs. **(10 marks)**

Total: 15 marks

QUESTION FOUR:

As a student learning in a multicultural environment at Strathmore University, it is inevitable that you will encounter fellow students whose beliefs, customs, traditions, moral values, religion and general behaviour is completely different from you, your family and your community.

- i. Explain how you will conduct yourself while at Strathmore University to enhance harmonious relationships with students whose conduct and value systems are different from yours. **(4 marks)**
- ii. One of your fellow students invites you to their house for lunch with his or her family. His/her ethnic community and religious beliefs are different from yours. Discuss your conduct prior to, during and after the family lunch event. **(5 marks)**
- iii. Identify three (3) likely hurdles that you may encounter during this family visit and state how you plan to successfully overcome them. **(6 marks)**

Total: 15 minutes

QUESTION FIVE:

Discuss the complex relationship between the following:

- i. Language and culture **(3 marks)**
- ii. Culture and communication **(3 marks)**
- iii. Media and culture **(3 marks)**
- iv. Globalization and culture **(3 marks)**
- v. Technology and culture **(3 marks)**

Total: 15 marks