



Strathmore
UNIVERSITY

**STRATHMORE INSTITUTE
DIPLOMA IN INTERNATIONAL RELATIONS
END OF SEMESTER EXAMINATION
DIR1203: CROSS-CULTURAL COMMUNICATION FOR INTERNATIONAL
RELATIONS**

DATE: 11th December 2018

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

Ancient Chinese Culture is older than 5000 years. Chinese cultural history has enormous diversity and variety. The sophisticated Chinese civilization was rich in the Arts and Sciences, elaborate Painting and Printing techniques and delicate pottery and sculpture. Chinese architectural traditions were much respected all over the world. Chinese language and literature, philosophy and politics are still reckoned as a strong influence. Chinese Religion, Philosophy and Politics: Confucianism, Taoism and Buddhism have left a collective and lasting impression on Chinese culture and tradition. The Chinese have respect for their elders and is a large united multi-national state, composed of 56 ethnic groups. Their army is strong and getting stronger over the years with calculated strategies on their future as a nation.

1. a. Define Culture **(2 Marks)**
b. Use FIVE dimensions of Hofstede Cultural Framework and give relevant examples describing China's culture **(10 Marks)**
c. Other than Hofstede's Cultural Framework, explain TWO other cultural frameworks **(2 Marks)**

2. Citing different aspects of culture, discuss why most African countries have rapidly built partnerships with the East and moved away from the West **(4 Marks)**

3. Within a broader international context, the globalization of international exchanges is leading to the integration of a diversity of multicultural services and expressions in many countries. Give FOUR positive and negative impacts of this **(4 Marks)**

4. Culture is not something you can measure. It is mostly invisible, but these invisible values guide behavior and social interactions. Culture is like an onion where you can peel culture and strip down its layers. Giving relevant examples, discuss the Onion model of culture **(8 Marks)**

QUESTION TWO

1. a. Highlight the THREE orientations falling under the Time dimension in Kluckhohn and Strodtbeck's framework **(3 Marks)**

b. In relation to the question above, distinguish the three orientations and give relevant examples of cultures falling under each orientation, explaining and giving relevant examples why the cultures falls under the orientation **(6 Marks)**

2. Give THREE distinctions between Linear and Circular Communication Styles giving a relevant example and explanation of cultures falling under each communication style **(6 Marks)**

QUESTION THREE

1. Culture is manifested at different layers of depth. In analyzing the culture of a particular group, organization or nation it is desirable to distinguish THREE fundamental levels at which culture manifests itself. Distinguish these three levels **(6 Marks)**

2. Explain FOUR barriers to diversity in cultural integration and globalization **(4 Marks)**

3. a. Are African's individualistic or Collectivist in Nature **(1 Mark)**

b. Give TWO examples supporting your answer **(4 Marks)**

QUESTION FOUR

1. Give THREE ways as to how the direct communication style can interrelate with the Indirect communication style and vice versa **(6 Marks)**

2. Culture can be learnt through THREE different processes. Giving examples, explain these three differences **(3 Marks)**

3. Discuss the THREE types of communication **(3 Marks)**

4. An American would view his boss as his equal. Discuss with relation to culture and giving relevant examples **(3 Marks)**

QUESTION FIVE

1. a. Giving examples of cultures around the world, discuss FOUR distinctions of Hall's High and Low Context cultures **(6 Marks)**
b. Discuss by giving examples, the two aspects of Time under Hall's Cultural factors **(2 Marks)**

2. Giving relevant examples of cultures, distinguish between the Mastery and Submissive Orientations under Kluckhohn and Strodtbeck's Humanity and Natural environment dimension **(2 Marks)**

3. Cultures that are emotionally expressive in their styles of communication feel that cultures that are emotionally restrained in their communication are cold or not interested in either the issues or in the other person. Discuss **(5 Marks)**