



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN INTERNATIONAL STUDIES (Arbitrators / Adjudicators)**

**BACHELOR OF ARTS IN COMMUNICATION (Correspondents)**

**END OF SEMESTER EXAMINATION**

**BAC 3201: INTERCULTURAL COMMUNICATION & DIVERSITY**

**DATE: 11<sup>th</sup> March 2025**

**TIME: 13:30 – 15:30**

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**Instructions**

1. This examination consists of **FOUR** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions from section B

**SECTION A**

**QUESTION ONE (30 marks)**

Amina, is a Ugandan businesswoman based in Kampala but frequents Nairobi. In 2024 she met Kenji, a Japanese entrepreneur, in an online business ideas exchange program. After a series of online meetings, they scheduled a physical business meeting in Nairobi, for Friday November 22<sup>nd</sup> at 5PM, to discuss a possible partnership. Amina encountered the usual Nairobi traffic and arrived at the Panari Hotel at 5:50pm. She gave a quick apology and ranted about the traffic and the government, and began discussing the business proposal. Kenji, looked shocked and appeared reserved, and spent the first few minutes engaging in small talk about the weather and how beautiful Africa was. While Kenji spoke English, her accent had been a little difficult for Amina to decipher. Amina however listened but began to speak more forcefully and directly about the terms of the deal, as soon as she got a gap during the conversation. Kenji, visibly uncomfortable, started to avoid eye contact and speak in short, hesitant sentences. The meeting ended abruptly with Kenji politely declining the partnership and stating he needed more time to consider the proposal. Amina, was disillusioned and wondered why the Japanese are so impatient and lifeless, and felt Kenji was not what she seemed to be online.

**Answer all the questions.**

**A)** Analyse the case study and debate at least FOUR differences in culture that you see exemplified. In your answer explain how the differences influenced the meeting. (12 marks)

**B)** Using the case study, comprehensively discuss the Intercultural communication concepts below. Be careful to discuss the definitions and how they apply to the case. (8 marks)

- i) Globalisation
- ii) Culture shock
- iii) Chronemics
- iv) Turn taking

**C)** Make TWO suggestions for both Amina and Kenji on how they would have had a more fruitful meeting. (4 marks)

**D)** Does this case fully support the Sapir-Whorf Hypothesis? Explain. (4 marks)

**E)** What is the value of learning intercultural communication for your chosen career? Clearly show the value using TWO arguments. (2 marks)

**SECTION B: 30 MARKS**

**QUESTION TWO**

**A)** Define the term cultural identity and explain TWO ways in which we acquire our cultural identity. (4 marks)

**B)** As a communication expert, raise THREE arguments to justify the need for cultural identity awareness. (6 marks)

**C)** With relevant examples, explain any TWO functions of culture. (5 marks)

**QUESTION THREE**

**A)** Explain three functions of the Face Negotiation Theory in intercultural communication. (6 marks)

**B)** Using an illustration, explain the face maintenance framework. (4 marks)

**C)** Refer to the Face negotiation theory and, contrast the behaviour of collectivist societies with that of individualistic societies in conflict management. (5 marks)

#### **QUESTION FOUR**

The University of Cape Town in South Africa is home to a diverse student body, including international students from various African countries, Europe, Asia, and the Americas. Given the linguistic diversity, English serves as the primary medium of instruction, but many students and faculty members speak indigenous African languages such as isiXhosa, isiZulu, and Afrikaans. Given the culturally diverse community at the university, students and faculty face multiple intercultural communication barriers.

Describe any THREE of the intercultural communication barriers that the university community will grapple with. (6 marks)

Using accommodation theory discuss THREE strategies that the university community can use to overcome intercultural communication barriers. (9 marks)