



**STRATHMORE INSTITUTE
DIPLOMA IN INTERNATIONAL RELATIONS
END OF SEMESTER EXAMINATION
DBM 1203 - Cross cultural communications**

DATE: 20th August, 2019

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
3. Do not write on this question paper.

QUESTION ONE – COMPULSORY QUESTION

- a) Define Culture. **(2 Marks)**
- b) Culture can be learnt through THREE different processes. Giving examples, explain these three processes. **(3 Marks)**
- c) From the Malaysia case study, discuss THREE dimensions of Malaysian's culture under Hofstede's cultural framework. **(6 Marks)**
- d) 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. **(6 Marks)**
- e) Discuss with examples any THREE causes of intercultural conflict in international relations. **(6 Marks)**
- f) Discuss TWO points distinguishing between Concrete and Abstract communication styles. **(4 Marks)**
- g) Discuss any THREE differences between High Context Cultures and Low Context Cultures. **(3 Marks)**

QUESTION TWO

- a) Discuss by giving examples, the TWO aspects of Territoriality under Hall's Cultural factors. **(2 Marks)**
- b) Giving relevant examples of cultures, distinguish between the Mastery and Submissive Orientations under Kluckhohn and Strodtbeck's Humanity and Natural environment dimension. **(2 Marks)**
- c) 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 giving TWO differences between emotionally restrained cultures and emotionally expressive cultures. **(5 Marks)**
- d) Discuss THREE ways of how to develop non-verbal competencies. **(6 Marks)**

QUESTION THREE

- a) Discuss with examples THREE ways how culture has led to the development or non-development of a nation. **(6 Marks)**
- b) Discuss Ghana's and Great Britain's cultural differences under any THREE dimensions of Hofstede's cultural framework. **(6 Marks)**
- c) Time is a dimension that falls under Hall's cultural framework. Discuss this dimension giving examples of cultures falling under the TWO distinctions. **(3 Marks)**

QUESTION FOUR

- a) An American would view his boss as his equal. Discuss with relation to a cultural framework and dimension. **(3 Marks)**
- b) Discuss THREE ways how intercultural conflict can be reduced in international relations. **(6 Marks)**
- c) Discuss with examples THREE differences between indulgent vs. restrained cultures. **(6 Marks)**

QUESTION FIVE

- a) Highlight the THREE orientations falling under the 'Motive for Behaving' dimension in Kluckhohn and Strodtbeck's framework. **(1 Mark)**
- 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)**
- c) Give THREE distinctions between Linear and Circular Communication Styles giving a relevant example and explanation of cultures falling under each communication style. **(6 Marks)**
- d) Briefly discuss Schein's culture triangle. **(2 Marks)**