

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

**SECOND YEAR EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS
COMMUNICATION AND MEDIA**

COMM 212: INTERCULTURAL COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: TUESDAY (14.30–16.30)

DATE: 03/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (2 PAGES)

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INSTRUCTIONS

Answer Question One and any other Two questions

Do not write on the question paper

QUESTION ONE

(a) Briefly explain intercultural communication. **(15 marks)**

(b) Discuss the following concepts

(i) Culture **(5 marks)**

(ii) Communication **(5 marks)**

(iii) Language **(5 Marks)**

QUESTION TWO

Discuss the importance of intercultural communication. **(20 marks)**

QUESTION THREE

(a) Discuss any 4 characteristics of culture. **(10 marks)**

(b) How does culture affect communication. **(10 marks)**

QUESTION FOUR

Discuss four ways of improving intercultural communication. **(20 marks)**

QUESTION FIVE

Discuss at least six barriers to intercultural communication. **(20 marks)**