

**FINAL EXAMINATION**

**BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION
BACHELOR OF ARTS (HONOURS) IN APPLIED ENGLISH LANGUAGE STUDIES**

COURSE : INTERCULTURAL COMMUNICATION

COURSE CODE : CCM3023

DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
: PART B (2 questions)
2. Answer ALL questions from PART A and PART B in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD / PASSPORT NO : _____
ID. NO. : _____
LECTURER : _____
SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 3 printed pages including the front page.

PART A: SHORT ESSAY

Instruction: Answer ALL questions.

1. Culture is often described as an iceberg; whereby observable elements represent only a small part of cultural understanding. Briefly explain **FIVE (5)** observable elements of culture and provide an answer to support each of your answer.
(10 marks)
2. Hofstede's cultural dimensions theory explains how cultural values influence communication and behaviour across societies. Briefly explain **FIVE (5)** dimensions of this theory.
(10 marks)
3. Conflict is an inevitable part of human interaction, especially in intercultural settings, where differences in values, communication styles, and expectations can lead to misunderstandings. Briefly explain **FIVE (5)** stages of conflict.
(10 marks)
4. Mitchell Hammer (2005) proposes a four-style framework to explain how individuals manage intercultural conflict. Illustrates and explain the **FOUR (4)** intercultural conflict styles identified in Hammer's framework.
(10 marks)

(TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer the question below.

1. The concept of the global village suggests that the world has become increasingly interconnected through communication and technology. Discuss **FIVE (5)** contributors to cultural diversity in today's global society. Support your answer with an example for each contributor.

(20 marks)

2. Media plays a vital role in shaping the way individuals and societies understand themselves and the world around them. Discuss **FOUR (4)** ways of how mass media serve as an agent of cultural change in society and provide an example for each answer.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER

