

**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 very similar to an iceberg. It has some aspects that are visible and many others that can only be suspected, guessed, or learned as you grow to understand cultures. Briefly explain **FIVE (5)** non-observable elements of culture and provide examples to support your answers.
(10 marks)
2. Kluckhohn and Strodtbeck (1950s) proposed a framework of cultural value orientations to understand how different societies prioritize values and beliefs. Briefly explain **FIVE (5)** orientations of this framework.
(10 marks)
3. Managing conflict effectively in intercultural contexts requires not only awareness of these differences but also the application of culturally sensitive strategies that promote mutual understanding, respect, and collaboration. Briefly explain **FIVE (5)** types of conflict management style.
(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. Advances in communication technology have made the world more interconnected, allowing people from different countries and cultures to interact instantly. This condition is often described by Marshall McLuhan as the global village, where media reduces distance and shapes shared global experiences. Discuss **FIVE (5)** concepts of global village. Support your answers with examples.

(20 marks)

2. Mass media play a crucial role in educating people about intercultural communication. Since their inception, mass media have served as a bridge and remain an important element in today's globalized world. Discuss **FOUR (4)** roles of mass media in cultural learning. Support your answers with examples.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER

