

END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] DECEMBER 2024

Paper Code: BA(JMC)-MDC-109

Subject: Culture and Communication

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all question as directed. Internal choice is indicated.

Q1 Attempt **Any Four** of the following questions:

(4x5=20)

- (a) Define Cultural Diversity
- (b) Stereotypes
- (c) Personal freedom Vs Group harmony
- (d) Define Intercultural Communication
- (e) Internet and Cross-cultural Communication
- (f) Define Multiculturalism
- (g) Cultural Sensitivity
- (h) Ethical Decision-making

Q2 What challenges and opportunities does cultural diversity present for effective intercultural communication? (10)

OR

Q3 What role does technology play in exacerbating or alleviating cross-cultural communication challenges? Illustrate with examples. (10)

Q4 How does individualism vs. collectivism shape communication on digital platforms, such as social media? Give examples. (10)

OR

Q5 What strategies can be employed to establish rapport and build relationships with people from diverse cultural backgrounds? Explain with examples. (10)

Q6 In what ways has social media transformed cultural interactions and identity formation among different demographics? (10)

OR

Q7 How does technology balance the forces of globalization and localization in cultural exchange? (10)

Q8 How does the representation of different cultures in media impact public perceptions and intercultural interactions? (10)

OR

Q9 What constitutes the limits of freedom of expression when it intersects with cultural respect? (10)
