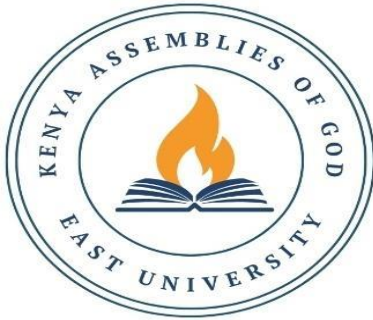


# MODERATED/GUIDED



# EAST

**FINAL EXAMINATION**

**SCHOOL OF BIBLE AND THEOLOGY**

**BURUBURU CAMPUS**

**FIRST SEMESTER, 2025/2026/1 ACADEMIC YEAR**

**EXAMINATION FOR THE DIPLOMA IN BIBLICAL STUDIES**

**DBT 3113: CROSS-CULTURAL COMMUNICATION (FORM A)**

**STREAM:** N/A

**TIME:** 2 HOURS

**EXAMINATION SESSION:** NOV/DEC 2025

**YEAR:** 2025/26/1

**DAY [ ]**

**DATE: [ ]**

**INSTRUCTOR:** REV. BENJAMIN OTIDI **CONTACTS:** 0722335326/0788822820

**EMAIL:** Benjamin.otidi@east.ac.ke/benotidi@gmail.com

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## **INSTRUCTIONS:**

1. Attempt ALL the questions in **Section A**
  2. Attempt any **Two** questions in **Section B**
  3. The entire exam is worth forty (40) marks.
  4. Write **ONLY** on the space provided on the answer sheet or as otherwise instructed.
  5. Where necessary Show your working clearly.
  6. Do **NOT** attempt to access any library, online (audio, video, digital or electronic) or paper-based (written), sources for your answers unless this is clearly advised in the Question.
  7. The camera must be on throughout the exam period.
-

## Question 1

In global Christian ministry, understanding how people perceive the world shapes how the Gospel message is received and interpreted.

- a) Define the term *worldview* and explain how it influences cross-cultural communication.
- b) Describe two major similarities and two differences between African and Western worldviews.

## Question 2

A missionary in Asia realized that her hand gestures were misunderstood by locals, creating tension during worship.

- a) Explain how **non-verbal communication** may differ across cultures and affect Christian ministry.
- b) Illustrate with examples how **misinterpretation of gestures or silence** can cause communication barriers in missions.

## Question 3

When serving in a multicultural team, one member values personal achievement while another prioritizes group harmony.

- a) Distinguish between **individualistic** and **collectivistic** cultures in relation to communication behavior.
- b) Analyze how a missionary could adapt communication strategies when ministering in a collectivist society.

## Question 4

Cultural beliefs often determine how people interpret truth, morality, and authority in evangelistic messages.

- a) Examine the effects of **cultural values and beliefs** on message interpretation during evangelism.
- b) Using a biblical example, analyze how Jesus modeled cross-cultural communication.

## Question 5

In a cosmopolitan city, churches serve believers from different ethnic and linguistic backgrounds.

- a) Explain the concept of **intercultural competence** in Christian ministry.
- b) Develop a brief **communication strategy** for sharing the Gospel in a multicultural urban setting.

**MODERATED**



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**EXAMINATION FOR THE DIPLOMA IN BIBLICAL STUDIES**

**DBT 3113: CROSS-CULTURAL COMMUNICATION (FORM B)**

**STREAM: N/A**

**TIME: 2 HOURS**

**EXAMINATION SESSION: NOV/DEC 2025**

**YEAR: 2025/26/1**

**DAY [ ]**

**DATE: [ ]**

**INSTRUCTOR: REV. BEN OTIDI CONTACTS: 0722335326/0788822820**

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-

## Question 1

Cultural background strongly influences how individuals perceive themselves and others in communication settings.

- a) Define *culture* and discuss how it shapes perceptions and communication patterns.
- b) Explain how **ethnocentrism** can hinder effective cross-cultural communication.

## Question 2

In ministry, leaders often face challenges when messages are misunderstood because of differences in communication styles.

- a) Describe the key differences between **verbal and non-verbal** communication in intercultural settings.
- b) Evaluate the importance of **contexting** (high vs. low context communication) in interpreting messages.

## Question 3

**Stem:** Many missionaries struggle with cultural misunderstandings that limit their effectiveness in outreach.

- a) Identify and explain three barriers to **cross-cultural evangelism**.
- b) Analyze how **cultural intelligence (CQ)** can be developed among Christian leaders to overcome these barriers.

## Question 4

Gender expectations and power distance vary widely across cultures, often affecting teamwork in mission fields.

- a) Discuss the role of **social power and gender roles** in shaping cross-cultural communication.
- b) Evaluate how misunderstanding these dynamics might create tension in a ministry team.

## Question 5

As the Church engages with global communities, intercultural understanding becomes vital for addressing ethical and social issues.

- a) Explain the relevance of cross-cultural communication to the **African Union's values** and **Kenya's national ethos**.
- b) Assess how Christian communicators can engage effectively with contemporary **global and social issues** using intercultural principles.