

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES 2021/2022
 LEVEL 5 – 2nd SEMESTER
 FINAL EXAMINATION
 DSU5324 – CROSS CULTURAL COMMUNICATION



DURATION: THREE HOURS (3 HOURS)

Date: 12th February 2023

Time: 9.30 am – 12.30 pm

Instructions:

- Answer only **FIVE (05)** questions.
- All questions carry equal (20) marks.

1. The situation we face in Sri Lanka today is partly due to our own failure to understand others in society and work towards social, political, economic and cultural development of the country. Discuss with examples the challenges in cross cultural communication.
2. Luzbetak's (1963) took the position that different cultures are merely different answers to essentially the same human needs and problems, and that cross cultural understanding is the key to cross cultural communication. Discuss with examples.
3. Failure to respect cultural diversity is the root cause of ethnic disharmony. Discuss with examples.
4. What is assimilation? Explain with examples how the process of assimilation positively contributes to unity of thoughts and attitudes among people in society.
5. What is ethnocentrism? Discuss with examples its impact on multi cultural societies like the society in Sri Lanka.
6. The value system of Sri Lankan traditional society had been different to that of today. Discuss with examples the main characteristics of the present value system and its impact on traditional values.

7. Discuss how teaching of religion contributes to a mutually respecting, co-existing and peaceful society with reference to the following:
- I. Ensuring of good conduct in society
 - II. Respecting other members of the community
 - III. Helping members in need.
8. Mutual respect and coordination of all that is relevant to the growth of the community was a fundamental need within the traditional village system. Discuss with appropriate examples.
9. Briefly explain **four (4)** of the followings with an example
- a. Formation of sub-cultures
 - b. Cultural relativism
 - c. Significance of customs
 - d. Barter system
 - e. Acculturation

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