

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES
BA DEGREE IN YOUTH AND COMMUNITY DEVELOPMENT
LEVEL 5, SEMESTER 11 (2023/2024)
DSU 5324 – CROSS CULTURAL COMMUNICATION
FINAL EXAMINATION**



DURATION: THREE HOURS (03 HOURS)

Date: 24. 08. 2024

Time: 9.30 – 12.30pm

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

1. Cross cultural communication relates to the process of influencing the behaviour of others through culturally rooted messages conveyed through diverse channels. Discuss with examples.
2. According to Luzbetak (1963), "The different cultures are merely different answers to essentially the same human needs and problems". Discuss the relevance of this statement in cross cultural communication.
3. The members of traditional societies value the mutual safety and well-being of one another. Discuss with reference to how traditional families deal with happy and sorrowful situations with solidarity.
4. It is said that cross-cultural communicators should assume the role of detached observers, without being judgemental. Discuss using examples.
5. Define assimilation and discuss the challenges relating to assimilation in Sri Lankan society today.
6. Culture is said to be transmitted from one generation to another. Discuss with examples.
7. Discuss with examples how core teachings of major religions in Sri Lanka, namely, Buddhism, Hinduism, Islam, and Christianity help to establish mutual respect and peaceful co-existence in our society.
8. What is an ethnocentric assumption? Discuss with examples how ethnocentrism could lead to social disharmony.

PTO

9. Briefly discuss four (04) of the topics given below.

1. Cultural relativism
2. Shared use of resources in traditional society
3. Acculturation
4. Barter system
5. Sub-culture

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