

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – LEVEL 5
FINAL EXAMINATION – 2024/2025 (SEMESTER II)
DSU5324 – CROSS CULTURAL COMMUNICATION
DURATION: THREE HOURS (03 HOURS)



Date: 2nd August 2025

Time: 1.30pm - 4.30pm

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

1. Explain the significance of sub cultures within communities in the context of cross cultural communication with appropriate examples.
2. Different cultures provide different answers to essentially same human needs and problems according to Luzbetak, 1963. Discuss the significance of this statement in cross cultural communication
3. What is meant by cross cultural communication patterns? Discuss with reference to patterns in the context of peaceful co-existence in society.
4. A cultural communicator should be a detached observer, rather than a person who condemns. Discuss using examples
5. What is assimilation? Discus with examples how assimilation leads to mutual understanding in a society.
6. Dominant culture has its own limitations in a diverse and heterogeneous society. Discuss
7. The core teaching of all major religions in Sri Lanka lead to a peaceful society. Discuss with examples.
8. Discuss how mutual respect and coordination became strong elements in the traditional village system in Sri Lanka.
9. Discuss four (04) of the following topics.
 1. Cultural diversity
 2. Noble five precepts in Buddhism.
 3. The significance of Vedas
 4. Fasting in Islam
 5. Ethnocentrism