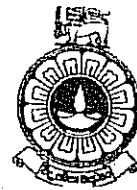


**THE OPEN UNIVERSITY OF SRI LANKA**  
**BA DEGREE IN SOCIAL SCIENCES – LEVEL 5 (2006)**  
**FINAL EXAMINATION (2<sup>ND</sup> SEMESTER)**  
**CROSS CULTURAL COMMUNICATION – SSU 3203**



095

**DURATION – THREE (03) HOURS**

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**Date: 04<sup>th</sup> December 2006**

**Time: 9.00 a.m. – 12.00 noon**

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**Answer five (05) questions including question No. (1). Each question carries 20 marks.**

1. Insightfully discuss the importance of understanding Cross Cultural communication as an academic discipline.
2. (a) Explain what is meant by culture with reference to the evolutionary perspective.  
(b) Explain how “Dominant” and “Sub-cultures” emerge in society.
3. Examine how the universal characteristics of culture influence communication.
4. What are the challenges in making sense of national integration in Sri Lanka? Discuss.
5. Discuss the significance of the concept of ethnocentrism and cultural relativism
6. “Peace and harmony are connected with the fundamental teachings of each religion”. Discuss insightfully.
7. Briefly discuss two major types of social skills associated with communication competence.
8. The role of monastic institutions in any religion cannot be underestimated Discuss.
9. Write short notes on the following:
  - (i) Role of pilgrimage
  - (ii) Meditation
  - (iii) Cultural assimilation
  - (iv) Baptism in Christianity

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