

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL 5
 FINAL EXAMINATION – 2011
 SSU 3203 - CROSS CULTURAL COMMUNICATION



DURATION – THREE (03) HOURS

Date: 15th October 2011

Time: 9.30 a.m. – 12.30 p.m.

Answer five (05) questions only. Each question carries 20 marks.

1. While ethnocentric assumptions have impacted on national unity, people as well as policy makers should be inspired by the concept of cultural relativism in this period of national reconciliation in Sri Lanka. Critically discuss with definition of the two concepts.
2. Describe the convergence model and how it relates to inter-personal communication.
3. Explain the impact of the Noble Eight Fold Path on meditation with reference to each of the fundamental elements.
4. Vedas and the Upanishads contribute immensely to the practice of Hinduism. Discuss.
5. Explain in relation to the Quran in what way Muslim men and women should conduct their routine lives. Also discuss the significance of attire.
6. Repentance and forgiveness are fundamental precepts in Christianity. Explain what they in fact mean especially in a context of superficial human relations.
7. Critically examine with examples the attitudes on 'self' in Western and Sri Lankan societies.
8. Critically examine from a cross cultural setting how to influence communication competency.
9. Write short notes on the following:
 - (i) Communication of danger
 - (ii) Communication of disease
 - (iii) Communication for mutual sustenance
 - (iv) Multi vocal and univocal symbols
 - (v) Culture in a context of Globalization