

THE OPEN UNIVERSITY OF SRI LANKA
BA DEGREE IN SOCIAL SCIENCES – LEVEL 5 (2012)
FINAL EXAMINATION (SEMESTER II)
CROSS CULTURAL COMMUNICATION – SSU3203



DURATION – THREE (03) HOURS

Date: 02nd March 2013

Time: 09.30 a.m. – 12.30 p.m.

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

1. Cross cultural communication competence relates to contextually relevant behavior. Explain with examples how this can be used in the context of personal and relational goals?
2. Language becomes symbolic of social contexts and how it relates to communication needs. Discuss
3. What are the key attributes in the Hindu value system? Discuss.
4. The maintenance of irrigation systems as well as the protection of crops were collective actions in traditional societies. Hence, (a) critically examine the benefits of this system and (b) its significance to agricultural communication in Sri Lanka.
5. How is polygamy understood in Islam and in what way has this framed the position of women in a multi cultural society. Discuss.
6. Discuss the significance and the basis of prayer as a communication action in Christianity.
7. Examine the significance of the five precepts in Buddhism as spiritual well being.
8. Conversation is a complex activity that is dependent on behavioural skills and competence. Discuss.
9. Write short notes for the following:
 - a. Types of assimilation
 - b. Right mode of life in Buddhism
 - c. Material and non material culture
 - d. Cognitive skills