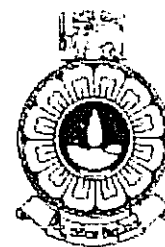


THE OPEN UNIVERSITY OF SRI LANKA
 BACHELOR OF INDUSTRIAL STUDIES
 FINAL EXAMINATION - 2005/2006
 SSJ5203 CROSS CULTURAL COMMUNICATION
 DURATION - THREE HOURS



DATE: 18 APRIL 2006

TIME: 0930 - 1230 Hours

Total Number of Questions = 10

Number of Questions to be answered = 06

Answer Question 1, which is compulsory and additional five (05) questions.

Question 1 carries twenty-five (25) marks and Questions 2 to 10 carry fifteen (15) marks each.

Compulsory Question

01. a. State the four ways by which culture is transmitted from one generation to another. (02 marks)
- b. State the difference between multi-vocal and univocal symbols in culture. (02 marks)
- c. Milton Gordon the American sociologist states that three levels of assimilation are culturally valid. Name these three levels of assimilations? (03 marks)
- d. "There should be awareness about the phases of a conversation if we are to be skilful cross-cultural communicators". Discuss this statement. (06 marks)
- e. Name two major types of social skills that are associated with communication competence. (02 marks)
- f. Briefly explain the concept of "values" with reference to religions? (02 marks)
- g. According to Buddhism, what are the different types of poojas that can help earn merits? (02 marks)
- h. Teachings of Vedas and Upanishads are the basis for most of the beliefs in Hinduism. Name the four Vedas that Hindus consider important. (02 marks)
- i. What are the four practical obligatory duties in Islam? (02 marks)
- j. According to Christianity, due to sinful thoughts and actions man is separated from God. However, there is always the hope of liberation from this inherent condition. What should a person do to get forgiveness from God? (02 marks)

Answer any Five questions from the following Nine questions

02. a. Briefly explain why symbols are important in cross-cultural interactions. (05 marks)
- b. Explain the significance of anthropological perspectives with reference to the emergence of culture. (05 marks)
- c. "As communication and culture are closely bound every communication is virtually culturally linked". Discuss this statement. (05 marks)
03. a. Briefly explain what you understand by dominant culture. (04 marks)
- b. Briefly explain the problems that societies face in working towards integration of cultures. (04 marks)
- c. Briefly explain the circumstances under which sub cultures emerge (03 marks)
- d. Briefly explain the rationale for counter cultural groups within sub-cultures. (04 marks)
04. a. Briefly explain the impact of commercialisation on culture. (06 marks)
- b. Explain how acculturation has influenced the transformation of Sri Lankan native values. (09 marks)
05. a. In cross-cultural settings three types of communication behaviour that are most significant are spontaneous behaviour, scripted behaviour and contrived behaviour. Explain what you understand by each of these types of communication behaviour. (09 marks)
- b. "The rules that decide how an individual and others should follow are determined by situation knowledge" (06 marks)
06. a. Explain the role of monastic institutions of Hinduism and Buddhism in developing South Asian communication and cultural patterns. (08 marks)
- b. Explain how the caste system in Hinduism came into existence based on the Laws of Manu. (07 marks)

07. a. The values of Buddhism are centred on five key precepts which are meant to be observed by followers. Explain these five precepts. (09 marks)
- b. The values of those who subscribe to Hinduism are inspired by Varnashrama dharma. Explain the Varnashrama dharma by referring to its three elements: Varna, Ashram and Dharma. (06 marks)
08. a. Non-verbal communication has played an important part in Sri Lankan village settings. With suitable examples explain the role played by non-verbal communications in evolving village traditions. (08 marks)
- b. Briefly explain whether the social and cultural values of the Sri Lankan rural people are in conflict with the new trends. Give suitable examples to explain your point of view. (07 marks)
09. a. "Although there were foreign invasions, from South India, Sinhala-Tamil ethnic enmity is very much a modern phenomenon". With suitable examples, explain this statement. (09 marks)
- b. Explain some of the salient features of a Tamil wedding ceremony. (06 marks)
10. Write short notes on any three of the following:
- a. Caste among Sri Lankan Tamils
 - b. Position of women in Islam
 - c. Christian values: Love of God and His Word
 - d. The Three Refuges: Buddha, Dharma and Sangha
 - e. Cultural relativism
- (05 x 3 = 15 marks)

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