



**THE OPEN UNIVERSITY OF SRI LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**BA DEGREE PROGRAMME IN SOCIAL SCIENCES – (2014/2015)**  
**FINAL EXAMINATION – LEVEL V**  
**SSU3203 – CROSS CULTURAL COMMUNICATION**

**DURATION: THREE HOURS (03 HOURS)**

**Date: 07<sup>th</sup> March 2015**

**Time: 09.30 a.m. – 12.30 p.m.**

**Answer only five (05) questions.**

1. Culture in the context of communication is understood as a process of social production and re-production of meanings. Explain with examples
2. Discuss what cultural relativism means and how this concept becomes so important in the context of multi-cultural societies?
3. What are the main types of cognitive and behavioral skills needed for cross cultural communication and examine their relevance in gaining cross cultural competence.
4. Critically examine the concept of 'common property' in a traditional Sinhalese village and how this concept relates to modern day agricultural communities in Sri Lanka.
5. Explain the five precepts in Buddhism and its significance in understanding Buddhism as a way of life.
6. Critically examine with examples the significance of the caste system in Hindu society.
7. Explain how repentance and forgiveness in Christianity influence the progressive development of self?
8. What is the significance of the Day of Judgment in Islam and how does it impact on the practitioners?
9. Write short notes on the following:
  - a. Ethnocentric assumption (lesson 4)
  - b. A Kudi household and its significance
  - c. Compare Right Mindfulness and Right Concentration in Buddhism
  - d. Difference between verbal and non verbal communication