

THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF SOCIAL STUDIES  
 BA DEGREE IN SOCIAL SCIENCES (OLD SYLLABUS)  
 LEVEL 5 SEMESTER II (2017/2018)  
 SSU3224 – CROSS CULTURAL COMMUNICATION  
 FINAL EXAMINATION



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

**Date: 13<sup>th</sup> May 2018**

**Time: 09.30 a.m. to 12.30 p.m.**

**Instructions:**

- Select only five (05) questions for essay type answers
- All questions carry equal marks (20 marks each)

1. What is cross cultural communication? Discuss the importance of effective cross cultural communication in Sri Lanka.
2. Sub – culture is a formation by dominant culture itself. Discuss with especial reference to the situation in Sri Lanka.
3. (a) What is cross cultural communication competence?  
 (b) Discuss with examples the factors deserve attention in cross cultural interactions.
4. Explain using examples how values and norms play significant role in achieving peaceful co-existence in societies.
5. (a) What is cultural assimilation?  
 (b) Briefly discuss major forms of cultural assimilations in societies.
6. Discuss major similarities among main religions in Sri Lanka.
7. What is ethnocentric assumption? Discuss how ethnocentrism causes strain among citizens in multi cultural societies.
8. Discuss the forces that have paved the way for the transformation of native values in Sri Lanka.
9. Briefly explain **four** (04) of the following concepts
  1. Material culture
  2. Evolutionary Perspective
  3. The ‘obligatory duties’ in Islam
  4. Influence of Gods in Hindunism
  5. Mass society