



**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES (NEW SYLLABUS)  
LEVEL 5, SEMESTER 11 (2018/2019)  
DSU 5324 – CROSS CULTURAL COMMUNICATION  
FINAL EXAMINATION**

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

**Date: 13. 07. 2019**

**Time: 9.30am – 12.30pm**

**Answer only FIVE (05) questions. All questions carry equal marks.**

1. Cross cultural communication enables us to facilitate cultural integration among communities and reach consensus about the direction of society. Discuss with examples
2. Discuss the significance of cross cultural communication patterns in establishing peaceful co-existence in society.
3. How is culture transmitted from one generation to another generation? Discuss with examples.
4. Discuss how the process of assimilation leads to peaceful co-existence in a society.
5. What is an ethnocentric assumption? Discuss with examples how ethnocentrism may lead to social disharmony.
6. The core teachings of Buddhism, Christianity, Hinduism and Islam establish the broad imagination required to maximise one's human potential. Discuss how this could happen.
7. Discuss the forces that paved the way for transformation of native values in Sri Lankan society. Use relevant examples wherever necessary.
8. Discuss the role of followers of various religions in strengthening harmony in Sri Lankan society.
9. Briefly discuss four of the following concepts.
  - (i). Cultural relativism
  - (ii). Non-verbal communication patterns in traditional society.
  - (iii). The significance of Vedas
  - (iv). Fasting in Islam
  - (v). Significance of prayer in Christianity