



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF ENGLISH AND LINGUISTICS	
QUALIFICATION CODE: 07BENL	LEVEL: 7
COURSE CODE: ICC511S	COURSE NAME: INTERCULTURAL COMMUNICATION
SESSION: JULY 2024	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR M. MHENE MS S. N. NEPANDO
MODERATOR:	DR A. HAUTEMO

INSTRUCTIONS	
<ol style="list-style-type: none">1. This is an essay-based examination2. Your essay must not be more than 600 words.3. Answer any TWO (2) questions.4. Read all the questions carefully before answering.5. Number the answers clearly.6. Mistakes in grammar and spelling will be penalised.	

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

QUESTION 1**(50 Marks)**

"Intercultural communication can be a challenge. Sometimes we do not take cognisance of how our culture can have an impact on the communication process". In light of the quotation above, discuss how the Intercultural Difference Alertness Model (IDAM) revolves around intercultural alertness stages. Illustrate each stage with concrete examples.

QUESTION 2**(50 Marks)**

'Culture shock is an inevitably stressful and disorienting experience'. Discuss this opinion with special consideration of the following:

- (i) definition of culture shock;
- (ii) underlying factors;
- (iii) the stages of intercultural adjustment;
- (iv) managing culture shock effectively.

QUESTION 3**(50 Marks)**

Providing real-life examples, discuss how an intercultural communicator can contribute to helping in intercultural conflict situations at the workplace.

Question 4**(50 Marks)**

On an everyday intercultural communication level, we need to develop a keen mindfulness of eight guidelines or principles. Describe the eight principles or guidelines and how they help people to develop a keen sense of adaptability in any intercultural-related process.

END OF PAPER