



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION : BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE:</b> 07BCMM	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> ICC511S	<b>COURSE NAME:</b> INTERCULTURAL COMMUNICATION
<b>SESSION:</b> NOVEMBER 2023	<b>PAPER:</b> THEORY
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	DR M. MHENE
<b>MODERATOR:</b>	DR. A. HAUTEMO

<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. Answer <b>TWO</b> questions.</li><li>2. <b>TOTAL MARKS: 25x2= 50 X 2 = 100</b></li><li>3. Each essay must be <b>600</b> words</li><li>4. Write clearly and neatly.</li><li>5. Number the answers clearly.</li></ol>	

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

**Answer TWO questions only**

**Question 1**

**(25 marks)**

"Developing constructive, quality intercultural relationships can make life enriching and exciting for ourselves and for other people around us". In light of the quotation above, write an essay on the importance of studying Intercultural Communication. (ICC). Provide suitable examples.

**Question 2**

**(25 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 tangible examples.

**Question 3**

**(25 marks)**

Write an essay describing the three levels of culture. Provide relevant examples for each level.

**Question 4**

**(25 marks)**

"Cultural identity has a very large effect on intercultural communication. It is very important because it deals with one's self-concept as a member of a particular cultural group and one's interpretation of the world". Discuss the following concepts in light of the quotation above:

- (i) The nature of identity
- (ii) The formation of cultural identity
- (iii) Pathways to identity

**TOTAL MARKS: 25x2= 50 X 2 = 100**

**End of question paper**