



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

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| QUALIFICATION : BACHELOR OF COMMUNICATION | |
| QUALIFICATION CODE: 07BCMM | LEVEL: 5 |
| COURSE CODE: ICC521S | COURSE NAME: INTERCULTURAL COMMUNICATION |
| SESSION: DECEMBER 2025 | PAPER: THEORY |
| DURATION: 2 HOURS | MARKS: 100 |

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| SECOND OPPORTUNITY QUESTION PAPER | |
| EXAMINER(S) | DR E. MUKUBONDA |
| MODERATOR: | PROF M. MHENE |

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| INSTRUCTIONS | |
| <ol style="list-style-type: none">1. Answer TWO questions.2. TOTAL MARKS: 1003. Each essay must be 600 words4. Write clearly and neatly.5. Number the answers clearly. | |

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

Answer TWO questions

Question 1

(50 marks)

There are eight principles of the Intercultural Communication Process. Discuss the following two?

- (a) Multiple goals (aims/intentions/desires)
- (b) Well-meaning culture bumps and clashes

(600 words)

Question 2

(50 marks)

Culture shock is an inevitably stressful and disorienting experience. Write an essay with special consideration of the following:

- (i) Definition of culture
- (ii) Underlying factors
- (iii) The stages of intercultural adjustment
- (iv) Managing culture shock effectively.

(600 words)

Question 3

(50 marks)

There are five components of the intercultural communication process. Describe each component and give a concrete example for each component.

(600 words)

Question 4

(50 marks)

There are numerous approaches to conflict. Mention and discuss ALL five approaches that an intercultural communicator can utilise to help in intercultural conflict situations at the workplace.

(600 words)

TOTAL MARKS: = 100

END OF QUESTION PAPER