



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

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

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

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. Answer TWO questions.2. TOTAL MARKS: 50 X 2 = 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 only

Question 1**(50 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

Question 2**(50 marks)**

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

Question 3**(50 marks)**

Culture is a shared system of making sense. Now if these shared systems are contributing to the conflict, we talk about intercultural conflict. List and discuss ALL the three types of intercultural conflict and strategies to manage conflict?

Question 4**(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 tangible examples.

TOTAL MARKS: 100

End of the question paper