



**NAMIBIA 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: 07BCMM</b>	<b>LEVEL: 5</b>
<b>COURSE CODE: ICC521S</b>	<b>COURSE NAME: INTERCULTURAL COMMUNICATION</b>
<b>SESSION: JANUARY 2025</b>	<b>PAPER: THEORY (PAPER 1)</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>SECOND 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. Each essay must be <b>600</b> words</li><li>3. Write clearly and neatly.</li><li>4. Number the answers clearly.</li></ol>	

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

Answer TWO questions

**Question 1**

(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 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 to cultural shock
- (iii) The stages of intercultural adjustment
- (iv) Managing culture shock effectively.

(600 words)

**Question 3**

(50 marks)

Providing real-life examples, discuss how an intercultural communicator can contribute to helping in intercultural conflict situations at the workplace. (600 words)

**Question 4**

(50 marks)

The general goal of intercultural communication is to create shared meanings effectively. Describe any four principles of the intercultural communication process and how they help us develop a keen sense of adaptability/flexibility in our intercultural relating process. Provide relevant examples associated with each principle. (600 words)

**TOTAL MARKS: 100**

**END OF QUESTION PAPER**