



**NAMIBIA 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: JANUARY /FEBRUARY 2024	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

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

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. Answer TWO questions.2. TOTAL MARKS: 25x2= 50X 2 = 1003. Each essay must be 600 words4. Write clearly and neatly.5. Number the answers clearly.
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PERMISSIBLE MATERIALS

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

Answer TWO questions

Question 1 (25 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 (25 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 (25 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 (25 marks)

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

TOTAL MARKS: 25x2= 50X 2 = 100

End of question paper