



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF COMMUNICATION**

<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/FEBRUARY 2023</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 50 [ CONVERTED TO 100]</b>

<b>SECOND OPPORTUNITY QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	<b>DR M. MHENE</b> <b>MS N. NANGOMBE</b>
<b>MODERATOR:</b>	<b>DR N. MPOFU</b>

<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**

**(25 marks)**

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

**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.

**Question 3**

**(25 marks)**

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