

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2024

B. Tech-VIII Semester (CSE/IT/ECE/CE)

COURSE CODE (CREDITS): 22B1WHS831 (3)

MAX. MARKS: 15

COURSE NAME: INTERCULTURAL COMMUNICATION

COURSE INSTRUCTORS: DR DELER SINGH

MAX. TIME: 1 Hour

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

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Q. 1. American psychologists Joseph Luft and Harry Ingham developed the Johari Window Model to improve self-awareness while working in a group. Discuss in detail how the understanding of this model may be useful in developing understanding and enhancing communication among individuals from different cultural backgrounds. Substantiate your answer with the help of suitable examples and a working Johari Window Model diagram. (CO 1) (5)

Q. 2 Knowledge of different theories of communication may help reduce uncertainties in a multicultural context and help one adjust and develop meaningful relations both in personal and professional life. Discuss the above statement in view of Uncertainty reduction and Social Exchange theories of communication. Substantiate your answer with suitable examples concerning intercultural context. (CO 1) (5)

Q. 3 A new cultural environment renders normative and established patterns of behaviour ineffective. This may further result in cultural shock, which may be overcome by the process called acculturation. Discuss how (i) the U Curve Model of Cultural Adjustment and (ii) the Stress Adaptation Growth Dynamic model by YY Kim may help one understand the acculturation process. (CO 3) (5)