

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- FEB-2023

COURSE CODE (CREDITS): 22B1WHS831 (3)

MAX. MARKS: 15

COURSE NAME: Intercultural Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 1 Hour

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

Q. 1 Geert Hofstede refers to culture as “a collective phenomenon and contrasts the differences among five extensively used cultural dimensions i.e. (i) small- and large power distance cultures, (ii) weak- and strong uncertainty avoidance societies, (iii) collectivistic and individualistic societies, (iv) feminine and masculine societies, and (v) short- and long-term oriented societies. With the help of suitable examples, explain the relevance of the dimensions mentioned above for understanding the cultures across the nations. (6) (CO1)

Q. 2 Cultural Intelligence ensures the exhibition of behaviours and skills that are culturally tuned to the attitudes and values of others. Describe the relevance of the following in context to intercultural communication.

- (i) Chronemics
 - (ii) Proxemics
 - (iii) Working methods
 - (iv) Attitude towards women
- (4) (CO1)

Q. 3 Cultures, by using the family as a transmitter of the key elements of culture, teach gender roles, inculcate views on individualism and collectivism, perpetuate perceptions of ageing and the elderly, and develop social skills. However, globalization and migration patterns in recent years have had significant impacts on traditional family structures throughout the world. Comment on the abovementioned statement. Provide suitable examples to support your arguments. (5) (CO2)