

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2023

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

COURSE CODE (CREDITS): 22BIWHS831 (3)

MAX. MARKS: 35

COURSE NAME: Intercultural Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 2 Hours

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

- Q. 1 Language differentiates cultures by reflecting the country's values, beliefs, and countless linguistic rules. Considering the above statement, comment upon Mexican, English and Asians' use of language in relation to their respective cultural values. (7) (CO 2)
- Q. 2 Some countries have an official language (or languages), but others do not. What are the advantages and disadvantages of a country having an official language? Should/should not a multicultural nation like India have an official language? Why/ Why not? (4) (CO 3)
- Q. 3 Some of the most challenging and persistent problems encountered in intercultural communication arise because of language differences, as the words in every language are (i) mere symbols, (ii) are arbitrary, and (iii) they evoke denotative and connotative meanings. Describe the above statement by giving suitable examples. What are the considerations in this context that may increase intercultural competence? (7) (CO 4)
- Q. 4 Worldview relates to a culture's orientation toward the nature of being and explains how and why things got to be as they are and why they continue that way. Explain, with the help of suitable examples, how spirituality, atheism and religion as worldviews affect a person's way of dealing with people from different cultures and belief systems. (7) (CO 4)
- Q. 5 As one of the most essential structures of culture, the family assists its members in forming their identities. Keeping in mind the family's role in shaping its members' worldview, compare and contrast different family values in India and the USA with respect to individualism/collectivism, career choices/occupation and adulteration/adulthood. (5) (CO 1)
- Q. 6 What are the likely barriers a professional may face due to intercultural encounters? What strategies may help alleviate these barriers' negative impact and help establish a healthy work environment? (5) (CO 5)