



[Glossary]

Cultural Sensitiveness and Cultural Context

Subject:	Business Economics
Course:	B. A. (Hons.), 1st Semester, Undergraduate
Paper No. & Title:	Paper – 104 Business Communication
Unit No. & Title:	Unit – 5 International Communication
Lecture No. & Title:	Lecture – 1 Cultural Sensitiveness and Cultural Context

Glossary

Accessibility

The attribute of being easy to meet or deal with

Augmented

Added to or made greater in amount or number or strength

Comprehend

Get the meaning of something

Conflicts

An open clash between two opposing groups

Debacle

A sudden and violent collapse

Etiquette

Rules governing socially acceptable behaviour

Humiliating

Cause to feel shame; hurt the pride of

Inefficiency

Unskillfulness resulting from a lack of efficiency

Intricacies

Marked by elaborately complex detail

Lucid

Easily understandable

Offensive

The action of attacking an enemy

Scenario

A postulated sequence of possible events

Semantic

Of or relating to meaning or the study of meaning

Spectator

A close observer; someone who looks at something

Unreliability

The trait of not being dependable or reliable

Variance

An event that departs from expectations