

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT, OF ADULT EDUCATION
CERTIFICATE IN ADULT EDUCATION YEAR I
FINAL EXAMINATION- DEC., 2010

TITLE OF PAPER : INTRODUCTION TO COMMUNICATION
COURSE CODE : CAE 114
TIME ALLOWED : THREE (3) HOURS
INSTRUCTIONS : ANSWER ALL QUESTIONS IN SECTION A
AND THREE (3) QUESTIONS IN SECTION B

**THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR**

Section A

Answer all questions in this section

Answer questions below by writing in your answer book the letter corresponding to your response

1. A person's ability to influence deliberately the behaviour, thoughts and feelings of another person is:

A. Social exchange	B. Social power and
C. Social comparison	D. None of the above.
2. The following constitute source variables except for:

A. Sociability	B. Composure
C. Humility &	D. Competence
3. The following constitute receiver variables except for:

A. Anxiety	B. Aggression
C. Dogmatism	D. Hospitality.
4. Small groups establish group norms and shared acceptance of rules for their

A. applicants	B. opponents
C. members &	D. chairperson
5. Non-verbal communication consists of all but one of the following:

A. Para-language	B. 'Whistle-blowing'
C. Haptics / Proxemics	D. Dress & appearance
6. Noise is often categorised into three (3) different types. Which is not one of these types?

A. Semantic noise	B. Technical noise
C. Physical noise &	D. Graduation delight
7. Being early, on time or late communicates something about the person. Technically, communicating using time is referred to as:

A. Haptics	B. Vocalics
C. Artefacts	D. Chronemics
8. All the following factors but one represent barriers to communication

A. Seeing world differently	B. Nervousness or boredom
C. Physical/other discomfort	D. Melt-down in the economy
9. The following are benefits of oral communication except:

A. Provides immediate feedback	B. Can use tone of voice and gestures
C. Oral communication appeals to rural people more than the urban - based	
D. Allows each party to question or observe other cues (or signals)	

10. One way for communicators to appear trustworthy is to argue for opinions opposed to their self-interest

- A. True B. False C. Partly true D. Partly false

11. In general, the more friendly a person feels towards another, the he or she will stand

- A. Intimate B. distant C. closer D. (A) and (C)

12. The Shannon & Weaver (1949) communication model is linear (i.e. one-way); so, too, is

- A. Newcomb's B. Lasswell's C. Osgood's model D. All of these

13. To aid mutual understanding, the receiver requires a decoder to make sense of the message

- A. Always B. occasionally C. hardly ever D. None of these

14. Female members of the source's audience are more likely to be persuaded to adopt a presenter's subject-matter. This observation is supported by in this area

- A. Experts B. research C. gobble & gossip D. (B) and (C) only

15. In dyadic communication, feedback is directed at

- A. Two (2) people only B. one person C. the audience D. all of the above.

16. State the source or type of power implied in each of the following statements, (a) – (e):

a) The person has the experience and knowledge to earn (deserve) your respect and you defer (or leave) to his or her judgement in some matters

b) The person is able to give special benefits to people and you find it helpful to trade (or exchange) favours with him or her

c) The person can make things difficult for people and you want to avoid getting him / her angry

d) The person has the right, considering his or her position [and your responsibilities] to expect you to comply with his or her requests

e) You like the person for what they are and enjoy doing things for him or her

[20 x 2 = 40 marks]

Section B

Answer three (3) questions in this section

Question 1

A communicator can use power effectively to gain compliance, but the use of power can cause problems.

- i) State the type of power communicators use to gain compliance (or obedience) [5 marks]
- ii) Discuss, with examples, three (3) negative outcomes or problems associated with in this type of power [3 x 5 = 15 marks]

Question 2

- (a) With regard to communication, differentiate between a 'dyad' and a 'small group' [2 x 2 = 4]
 - (b) Identify and discuss two (2) advantages and two (2) disadvantages of small group communication [4 x 4 = 16 marks]
- [Total marks = 20]

Question 3

- (a) Explain what you mean by a 'communication model'. [5 marks]
 - (b) Choose two (2) communication models studied in this course. Describe two (2) ways in which they are similar and one way in which they are different [3 x 5 = 15 marks]
- [Total marks = 20]

Question 4

- (a) What type of noise do the statements below represent?
 - (i) A job applicant misses an important radio announcement because of an electricity outage
 - (ii) "Payments can be made in cash or cheque - guaranteed bank", reads an estate agent advert

[2 x 2 = 4 marks]
- (b) Contradictions between verbal and non - verbal communication (NVC) often suggest that "actions speak louder (and more accurately) than words".

Explain this statement, bringing out your understanding of 'verbal' communication and 'non-verbal' communication [2 x 8 = 16 marks]

[Total marks = 20]

End of Question Paper