

16
University of Swaziland

Faculty of Education

Certificate in Adult Education I

Final Examination, December 2011

Course Code: CAE 114

Course Name: Introduction to Communication

Time Allowed: Two (2) Hours

Instructions: Answer all Questions in Section A

Answer three (3) Questions in Section B

This paper must not be opened until the invigilator has granted permission to do so

Section A

Answer the questions below by writing the letter corresponding to your response

1. The purpose of communication is to

A. Help cope with one's studies, including this course	B. improve one's low education
C. Give clear instructions to subordinates at workplace	D. create mutual understanding.

2. Communication is a process because it involves

A. At least four (4) elements: Source -> message -> channel -> receiver; additionally, feedback	B. Interaction between two (2) parties; sending out messages & receiving + processing feedback
C. Low literate and highly literate communication parties	D. all of these options

3. Head-Teachers have to be obeyed. The bases for their power stems from authority

A. Referent	B. expert	C. legitimate	D. Options (A) and (B) only
-------------	-----------	---------------	-----------------------------

4. "Honestly, what more can be sad?" could convey.....noise

A. Technical	B. physical	C. semantic	D. Options (A) and (C) only
--------------	-------------	-------------	-----------------------------

5. "Who does this Mlambo-ngwenya think is he". This statement could introduce what type of noise?

A. Physical	B. semantic	C. technical	D. Options (B) and (C) only
-------------	-------------	--------------	-----------------------------

6. The statement, "Discom shops cease to open" could introduce what type of noise?

A. Technical noise for customers	B. physical	C. semantic	D. Both (A) and (B) options
----------------------------------	-------------	-------------	-----------------------------

7. Lasswell's (1948) communication model is linear; so, too, is the Shannon and Weaver model

A. True	B. false	C. partially true	D. none of these options
---------	----------	-------------------	--------------------------

8. In dyadic communication, feedback is, by definition, directed at two (2) persons only

A. False	B. true	C. partially false	D. none of these options
----------	---------	--------------------	--------------------------

9. The assembly effect bonus is a characteristic associated with which communication context?

A. Union groups	B. progressive formations	C. small groups	D. all of these
-----------------	---------------------------	-----------------	-----------------

- 10 The dyadic communication context provides immediate and quality feedback (responses)

A. Always	B. never	C. seldom	D. depends on the interacting parties
-----------	----------	-----------	---------------------------------------

- 11 A main shortcoming of small group communication is that it is

A. Made up of members from different backgrounds	B. more likely to lead to disagreements
C. capable of producing quality decisions/outcomes	D. all of these.

- 12 What are the main functions performed by communication in an organisation?

A. Information	B. emotional expression	C. control	D. motivation	E. all of these
----------------	-------------------------	------------	---------------	-----------------

- 13 Communicating with our bodies is, technically-speaking, termed

A. Show-off	B. eye contact	C. kinesics	D. options (A) and (B)
-------------	----------------	-------------	------------------------

- 14 Even if a person chooses not to respond to a source, they are still communicating
 A. False B. true C. partially true D. partially false E. none of these
- 15 According to, the field of experience determines success of the communication
 A. Harold Lasswell B. Charles Osgood C. Wilbur Schramm D. David Berlo
- 16 Down-ward (vertical) communication is particularly important in teaching-learning situations
 A. True B. false C. partially true D. none of these options
- 17 In a communication process, might often be the source of 'noise'.
 A. Low literate receiver B. over-educated source C. channel D. message itself
- 18 Interaction with other people is termed while communication with one-self is termed.....
 A. Dyadic communication B. interpersonal communication C. small group communication
 D. intra-personal communication E. (B) and (D) only
- 19 In communication, sharing personal details (information) with the other party is termed
 A. Extroversion B. sociability C. self-disclosure D. confession
- 20 The heavy storm last night left a train of destruction. This is typical of what type of 'noise'?
 A. Physical B. technical C. semantic D. (B) and (C) only
 [20 x 2 = 40 marks]

Section B

Answer three (3) from this section

Question 1

- (a) Differentiate between oral or spoken communication and written communication [2 x 4 = 8]
 (b) Indicate two (2) advantages of oral/spoken communication over written communication and two (2) advantages of written communication over oral/spoken communication [4 x 3 = 12 marks]

[Total marks = 20]

Question 2

- (a) In your words, explain what you mean by the term 'noise' in communication [5 marks]
 (b) Identify and discuss three (3) types of noise, as studied in this course [3 x 5 = 15 marks]

[Total marks = 20]

Question 3

Explain how you would perform the following telephone roles:

- (a) Student and Tutor – enquiring what room a certain course will be taught in that semester
- (b) Businessman and hotel receptionist – booking a room for an overnight stay
- (c) Customer and dry cleaners – enquiring why a suit for dry-cleaning (quote receipt number) promised for the previous Saturday is still not ready
- (d) Sales representative and sales manager – confirming a purchase order delivery date
- (e) Insurance company and client – seeking renewal of a comprehensive car insurance policy

[5 x 4 = 20 marks]

Question 4

- (a) Explain in your words, what you understand by ‘non-verbal’ communication [5 marks]
- (b) Identify and discuss three (3) divisions of non-verbal communication [3 x 5 = 15 marks]

[Total marks = 20]

End of Question Paper