

Course Code: IDE-BAE 106 (M) 2005

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF EDUCATION (ADULT EDUCATION)
FINAL EXAMINATION PAPER, MAY 2005

TITLE OF PAPER : **HUMAN & ORGANIZATIONAL COMMUNICATION**

COURSE CODE : **IDE-BAE 106 (1 & 2)**

TIME ALLOWED : **THREE HOURS**

INSTRUCTIONS :

1. **ANSWER ALL QUESTIONS IN SECTION "A".**
2. **ANSWER TWO QUESTIONS IN SECTION "B".**

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

Course Code: IDE-BAE 106 (1&2) (M) 2005

SECTION A

Answer ALL Questions.

QUESTION 1

Answer True or False

- (a) Intrapersonal communication is both a cause and a result of interpersonal communication.
- (b) Actions and communication cannot reveal much about one's personality.
- (c) Communication between people is primarily through nonverbal symbols.
- (d) Society is made possible by the interaction that happens between its members.
- (e) A negative response is an indication that communication has not taken place.
- (f) Organizations are social entities within the larger society.
- (g) Social stereotypes have no influence on corporate effectiveness.
- (h) Organizational management is ineffective without good communication.
- (i) Memos and letters are interchangeable channels of written organizational communication.
- (j) The "open door" policy signifies a harmonious working relationship within an organization.

[10 marks]

QUESTION 2

Read the case study and answer the following questions.

In a remote part of Swaziland, a group of farmers work together in an effort to meet the high food demand they are faced with since the recent drought.

Their leader, Mr. Mzila, is worried that the farming system they are using may not be efficient enough to meet the challenges of the situation. He feels that the traditional methods of farming are slow and limited. He is afraid that their crops may not be ready in time to feed the hungry people. He then decides to consult one progressive commercial farmer in the neighbourhood.

After a long discussion with the farmer, Mzila learns of innovative methods of farming and new types of seed and fertilizer. He is eager that his group should try these new ideas. He then invites the farmer over to come and address his group.

Four weeks after the meeting, he visits some influential members of his group and finds that they are still practising the traditional method of farming. They are also using seeds and fertilizer left over from last season.

Questions:

- (i) From what is happening, what can you infer about Mzila's strategy as a change agent. (10)
- (ii) What should have Mzila done to get the farmers to adopt the new methods quickly? (20)

SECTION B**Answer TWO Questions****QUESTION 3**

- (i) As a change agent state three criteria you would use to evaluate the success and effectiveness of your target group and give a reason for your answer. (15)
- (ii) Give three reasons why it is important for your target group to cultivate a culture within itself. (15)

QUESTION 4

- (i) As a change agent working mostly with rural groups, do you think written communication has a part to play in your job? Explain clearly. (20)
- (ii) State two characteristics of effective written communication. (10)

QUESTION 5

- (i) Using examples from your experience as an adult facilitator, explain the following:
- message - channel compatibility (5)
 - channel - receiver compatibility (5)
 - group cohesion (5)
- (ii) Describe your role in the group you facilitate
- as a participant (5)
 - as an observer (5)
 - as a leader (5)

QUESTION 6

Explain how the following factors would hinder communication among the people you work with (target group).

- (i) stereotyping (10)
- (ii) personality (10)
- (iii) lack of interest (10)