

Course Code CAE 104 (M) 2006

UNIVERSITY OF SWAZILAND
DEPARTMENT OF ADULT EDUCATION
PART-TIME CERTIFICATE IN ADULT EDUCATION
FINAL EXAMINATION - MAY 2006

TITLE OF PAPER : HUMAN COMMUNICATION

COURSE CODE : CAE 104

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS : ANSWER QUESTION ONE (1) AND FOUR (4) OTHERS.

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

QUESTION 1

Answer by writing the letter corresponding to your response:

- (i) Communication
- A. Is a process
 - B. Is education
 - C. Solves all problems
 - D. Is speaking in public
- (ii) All communication should aim at
- A. Giving orders
 - B. Understanding
 - C. Making friends
 - D. Getting a response
- (iii) A complete communication cycle consists of at least
- A. A sender, message and receiver
 - B. A message, receiver, feedback and noise
 - C. A sender, receiver, message and feedback
 - D. A sender, message, channel, receiver, feedback
- (iv) The source of the communication is the person who
- A. Teaches others
 - B. React to a message
 - C. Starts the communication
 - D. Is older than the others in a group
- (v) When communicators talk of noise, they mean
- A. An ambiguous picture
 - B. Gestures that could mean various things
 - C. Noises caused by bad weather or people
 - D. All of the above statements

- (vi) Medical doctors/practitioners have
- A. Referent power
 - B. Legitimate power
 - C. Expert and coercive power
 - D. None of the above statements
- (vii) The following communication contexts are two-way except for
- A. Dyadic communication
 - B. Mass communication
 - C. Public communication
 - D. Small group communication
- (viii) There is no point in diffusing innovations to indigenous farmers because
- A. They are illiterate
 - B. They are resistant to change
 - C. They would not afford associated costs
 - D. A none of the above statements
- (ix) Dyadic communication
- A. Yields inappropriate feedback
 - B. Strains relations between participants
 - C. Provides immediate feedback
 - D. All of the above statements
- (x) Which of the following is not a dimension of non-verbal communication?
- A. Proxemics
 - B. Kinesics
 - C. Para-language
 - D. None of the above.
- [10 x 2 = 20 marks]

QUESTION 2

Identify and discuss four (4) communication contexts. Give examples to illustrate your answer.
[4 x 5 = 20 marks]

QUESTION 3

Describe five (5) barriers to effective listening. How might a communicator go round each barrier.
[5 x 4 = 20 marks]

QUESTION 4

Write short notes on four of the following:

- (a) heterophily/homophily
- (b) coercive power
- (c) fact hunting
- (d) self-concept
- (e) conformity

[4 x 5 = 20 marks]

QUESTION 5

What things must a public speaker do before and during the presentation to make his or her communication successful? [20 marks]

QUESTION 6

Write an essay explaining why you, as a change agent, would not use television to disseminate information in Swaziland. [20 marks]