

Course Code CAE 104 (M) 2007

UNIVERSITY OF SWAZILAND
DEPARTMENT OF ADULT EDUCATION
PART-TIME CERTIFICATE IN ADULT EDUCATION
FINAL EXAMINATION - MAY 2007

TITLE OF PAPER : **HUMAN COMMUNICATION**

COURSE CODE : **CAE 104**

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.**

Answer all Questions from this Section.

QUESTION 1

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

- (i) Communication is a process whereby
- A. Beliefs, feelings or ideas are shared between two or more people
 - B. Information is conveyed from one person to another
 - C. Instructions are given by a subordinate officer to his or her supervisor.
 - D. Statements (A) and (B) only.
- (ii) Communication includes the following:
- A. Letter-writing
 - B. Facsimile transmission
 - C. Cellular phone short message service
 - D. All of the above statements
- (iii) In communication, the source is
- A. The encoder
 - B. The elder party
 - C. Individual, not corporate
 - D. The more informed party
- (iv) Communication involves many factors. Main variables in the communication process include:
- A. Sender
 - B. Message
 - C. Channel
 - D. Receiver
 - E. All of the above

(v) Communicators often group 'noise' into various categories. From the list below, which is not one of these categories?

- A. Semantic noise
- B. Technical noise
- C. Physical noise
- D. Work to-rule

(vi) The following are benefits of oral communication except

- A. Provides immediate feedback
- B. Can use tone of voice and gestures
- C. Appeals to rural people more than the urban based
- D. Allows each part to question or observe other ~~parts~~ *cues*

(vii) Written communication has the following benefits but one

- A. Legally safer to use
- B. Provides a permanent record
- C. Time to plan, edit and have second thoughts
- D. Benefits of written record can be short-lived, particularly when earlier decision is regretted.

(viii) The assembly effect bonus is a major advantage of

- A. Mass communication
- B. Dyadic communication
- C. Public communication
- D. None of the above statements

(ix) Radio is a form of mass communication, so too is/are:

- A. Television
- B. Newspapers
- C. Professional magazines
- D. Internal office memoranda
- E. Statements (A) to (C) only

- (x) Constituency headmen have
- A. Expert power
 - B. Coercive power
 - C. Legitimate power
 - D. Statement (A) and (C) only
- (xi) For communication to be successful, it is important
- A. To have the presentation in English
 - B. For the presenter to dress very smart
 - C. To make the presentation in a heated room
 - D. To take into account the receiver's prior knowledge and to tailor language appropriately
- (xii) The following are dimensions of source credibility except
- A. Sociability
 - B. Composure
 - C. Extroversion
 - D. Year of schooling
- (xiii) The credibility of a source varies constantly. It may change.
- A. Within one communication event
 - B. Between communication acts/events
 - C. From one receiver to another/others
 - D. All the above statements
- (xiv) The factors below have been found to compensate for heterophily except
- A. empathy
 - B. perceived concern
 - C. frequent interaction
 - D. paying attention to feedback
- (xv) All of the following are personality variables of receives except for:
- A. Self-esteem
 - B. Prior attitudes
 - C. Age and sex
 - D. Aggressiveness and hostility

- (xvi) Human communication, by its nature, is selective. Examples of this selectivity include:
- A. Selective attention
 - B. Selective exposure
 - C. None of the above
 - D. Statements (A) and (B)
- (xvii) Which of the models of communication below is linear (i.e. one-way)?
- A. Shannon & Weaver's (1949)
 - B. Charles Osgood's (1954)
 - C. Wilbur Schramm's (1954)
 - D. None of the above models
- (xviii) The under-listed perform the role of 'gate-keeping':
- A. News Editors
 - B. Personnel Officers
 - C. Public Relations Officers
 - D. Statements (A) and (C) only
- (xix) Early adopters of innovations
- A. Skip some of the adoption stages
 - B. Do not want additional information
 - C. Are more likely to be women than men
 - D. Are less-educated and often live in squatter camps
- (xx) Individuals participate in development at three (3) levels. Which is not one of them from list below?
- A. Participation as control
 - B. Participation as presence
 - C. Participation as dominance
 - D. Participation as involvement

[20 x 2 = 40 marks]

SECTION B

Answer any three (3) questions from this section.

QUESTION 1

Identify and describe four (4) divisions of non-verbal communication (NVC).

[4 x 5 = 20 marks]

QUESTION 2

What factors must a chairperson consider before, during and after the meeting?

[5 x 4 = 20 marks]

QUESTION 3

Mass communication suggests a massive audience and a message that is mass-produced.

Explain four (4) problems associated with mass communication

[4 x 5 = 20 marks]

QUESTION 4

- (a) What do you understand by an 'innovation'? Give two examples of innovation in your field of practice, study or work? [5 marks]
- (b) Explain why an innovation has to fit the norms and values of the community to which it is introduced. [15 marks]

[TOTAL MARKS = 20]