

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF EDUCATION**  
**DEPARTMENT OF ADULT EDUCATION**  
**CERTIFICATE IN ADULT EDUCATION YEAR I**

**FINAL EXAMINATION – MAY 2008**

**TITLE OF PAPER : HUMAN COMMUNICATION**  
**COURSE CODE : CAE 104**  
**TIME ALLOWED : THREE (3) HOURS**  
**INSTRUCTIONS : ANSWER ALL QUESTIONS IN SECTION A**  
**AND FOUR (4) 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. Each communication event includes the following elements except:
  - A. Source
  - B. Message
  - C. Channel
  - D. Noise &
  - E. Receiver
2. Communication is educational in the sense that:
  - A. It entails the sharing of information
  - B. It involves the transmission of meaning
  - C. The source teaches the receiver valuable facts of life
  - D. There is giving and receiving of ideas by both parties
3. The one-way communication models capture:
  - A. Charles Osgood's model
  - B. Harold Lasswell's model
  - C. Wilbur Schramm's model
  - D. Shannon & Weaver model
  - E. Both statements (B) and (D)
4. .... is not a barrier to effective listening
  - A. Fact hunting
  - B. False security
  - C. Physical injury
  - D. Close attention
5. Non-verbal communication consists of all but one of the following:
  - A. Dress & appearance
  - B. Haptics/Proxemics
  - C. Talking quietly
  - D. Para-language
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. Classroom noise.
7. Edward T. Hall (1959, 1966) has suggested four (4) communication zones. Which is not one of these?  
A. Intimate distance  
B. Personnel distance  
C. Social distance &  
D. Public distance.
8. The face and eyes are the most expressive means of communication. In technical terms, communicating with our bodies is termed:  
A. Kinesics  
B. Proxemics  
C. Chronemics  
D. Para-language
9. Stages in the adoption (of innovations) process consist of the following but one  
A. Awareness  
B. Information seeking  
C. Trial of innovation &  
D. Discarding altogether
10. All the following factors (but one) represent barriers to communication  
A. Physical/other discomfort  
B. Seeing world differently  
C. Nervousness or boredom  
D. Weak state of the economy
- [10 x 2 = 20 marks]

### Section B

Answer four (4) questions from this section

#### Question 1

Explain, using suitable examples, the various meanings attached to the following concepts:

- a) Encoder [5 marks]  
b) Anxiety [5 marks]

c) Decoder [5 marks]

d) Mass media [5 marks]

[Total marks = 20]

### Question 2

What four (4) factors must a speaker consider to make sure that his or her presentation is successful? [4 x 5 = 20 marks]

### Question 3

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 or inherent in this type of power [3 x 5 = 15 marks]

### Question 4

a) Mention two (2) examples of electronic media and two (2) examples of print media

[4 x 1½ = 6 marks]

b) Describe one way in which electronic media is different from print media [2 x 2 = 4 marks]

c) Choose one medium and explain how it may effectively be used to disseminate information [10 marks]

### Question 5

a) What do you understand by an 'innovation'? [5marks]

b) State and describe three (3) examples of innovations in your field of practice, study or work [20 marks]

**End of Question Paper**