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UNIVERSITY OF SWAZILAND

FACULTY OF EDUCATION

CERTIFICATE IN ADULT EDUCATION YEAR I

FINAL EXAMINATION– MAY, 2011

TITLE OF PAPER : HUMAN COMMUNICATION

COURSE CODE : CAE 115

TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS : ANSWER ALL QUESTIONS IN SECTION A
AND THREE (3) QUESTIONS IN SECTION B

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Section A

Answer all questions in this section

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

1. In public communication, the presenter (or speaker) is in charge or control of:
A. The logistics B. the public address (PA) system C. the content D. all of these
2. The individuals who influence public opinion on national events or matters are termed:
A. Whistle blowers B. legislators C. mass media D. opinion leaders
3. The assembly effect bonus is an advantage associated with which communication context?
A. Mass communication B. public communication C. the dyad D. none of these
4. Artificial insemination is an innovation in the agriculture sector; so, too, is HIV/AIDS in health
A. True B. False C. Partly true D. Options (B) and (C) only
5. Foster-parents have..... power
A. Reward B. coercive C. referent D. legitimate
6. Communicating using our bodies is, technically-speaking, described as:
A. Proxemics B. kinesics C. body language D. status symbol
7. One main advantage of mass communication is that it reaches large audiences except those in which there is civil strife. This statement is
A. True B. false C. partially true D. all of these options
8. What is the power ascribed to a person based on the perception that they have the right to prescribe behaviour owing to their appointment or election to a position of responsibility?
A. Referent power B. reward power C. expert power D. legitimate power
9. The following are typical examples of innovations except for one:
A. Brain scanner B. electronic mail C. by-pass surgery D. sex change
10. Certain limitations not found in dyads and small groups characterise public communication, among them all but one of the following:
A. Delayed and indirect feedback B. physical & psychological distance from audience
C. Limited control over audience influence D. distracting body movements of the male audience

- 11 The process extends from the development of a new idea to its practical implementation
- A. Modernisation B. improvement C. innovation D. adoption E. all of these
- 12 In most organisational settings, four (4) basic communication flows can be observed, namely:
- A. Downward communication B. upward communication
 C. Non-verbal communication D. Horizontal communication
 E. Lateral communication F. (A) – (D) G. (A), (B), (D) and (E) only
- 13 People participate in community development projects at three (3) levels, namely:
- A. Presence B. involvement C. elections D. control E. committee membership
 F. Options (A) – (C) G. (A), (B), and (D) only H. (C) – (E) only
- 14 The following but one represent barriers to communication between a source and receiver(s):
- A. Language B. defensiveness C. selective perception
 D. Illiteracy E. stress levels
- 15 “Ineffective communication in mass media is the fault of the sender”. This statement..... holds true
- A. Always B. sometimes C. never D. (B) and (C) only
- 16 How often should managers use the ‘grapevine’?
- A. Always B. occasionally C. seldom D. never (at all)
- 17 The following are stages in the adoption of an innovation except for one:
- A. Awareness B. motivation C. evaluation D. trial and error
- 18 The main categories of mass communication are:
- A. Newspapers B. electronic media C. mass media D. print media
 E. (A) & (C) only F. (B) & (D) only G. Options (A) – (D)
- 19 The statement “Embarrassing the winds of change” could create what type of communication noise?
- A. Physical (strong winds) B. Technical (beyond control)
 C. Semantic D. Physiological E. Options (B) and (D) only.
- 20 In Charles Osgood’s communication model, the source (of message) is:
- A. Decoder B. destination C. Options (A) & (B)
 D. Encoder E. (A) and (C) only [20 x 2 = 40 marks]

Section B

Answer three (3) questions in this section

Question 1

- (a) Identify and explain two (2) factors a public speaker has to consider before a presentation [8]
- (b) Identify and explain two (2) factors a public speaker has to consider during a presentation [8]
- (c) Identify & explain one factor a public speaker has to consider after a presentation [4 marks]

[Total marks = 20]

Question 2

Either: (a) With the aid of examples, explain why an innovation must be 'socially' and 'culturally' acceptable to the community to which it is introduced [2 x 10 = 20 marks]

Or: (b) For communication to be effective, it has to fit (match or suit) the culture of the people. At the same time, the culture needs to be 'communicated' widely among the citizens. Explain this statement, giving suitable examples to support your answer [2 x 10 = 20 marks]

Question 3

- (a) What do you understand by the term 'innovation'? [5 marks]
- (b) Identify and describe two (2) innovations in some development sector in Swaziland and one innovation in another development sector of your choice [3 x 5 = 15 marks]

[Total marks = 20]

Question 4

Identify and explain the main stages in the adoption (of an innovation) process. Give suitable examples to support your answer [5 x 4 = 20 marks]