

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF EDUCATION**  
**CERTIFICATE IN ADULT EDUCATION I**  
**FINAL EXAMINATION, MAY 2012**

**COURSE CODE: CAE 115**

**COURSE NAME: HUMAN COMMUNICATION**

**TIME ALLOWED: TWO (2) HOURS**

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

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PERMISSION TO DO SO**

**Section A**

Answer the questions below by writing the letter corresponding to your response

- 1. The main functions that communication performs within groups or organisations include
  - A. Motivation
  - B. Information
  - B. emotional expression
  - D. control
  - E. all of these options
- 2. In any group or organisational setting, communication can flow
  - A. Vertically – downwards
  - C. Laterally
  - B. vertically – upwards
  - D. all of these options.
- 3. Trying to influence the way other people perceive (see) us is called .....
  - A. Interpersonal perception
  - C. Impression management
  - B. self-disclosure
  - D. manipulation
- 4. Which of the following items would be considered when analysing the demographic characteristics of an audience?
  - A. Job titles
  - B. special interests
  - C. gender
  - D. relationship
- 5. The reasons communication sometimes fails include the following:
  - A. Unclear language
  - C. Using an incorrect method
  - B. Too many levels of the hierarchy
  - D. All of these options
- 6. The following are examples of visual communication except one
  - A. Video
  - C. SBIS phone-in radio programme
  - B. Graph of sales figures
  - D. Cellular/Mobile SMS
  - E. SPTC road-show posters
- 7. How accurately other people perceive us is partly determined by .....
  - A. Our ability and willingness to reveal ourselves to other people
  - B. The extent of our self-disclosure
  - C. what we fail to say or do
  - D. all of these
- 8. The distance commonly found between ..... is .....
  - A. Close friends, social-consultative distance
  - C. Public speakers and their audience, intimate distance
  - B. work colleagues, casual-personal distance
  - D. none of these options
- 9. Internal communication denotes messages sent and received by people within the organisation. Examples of this communication include all but one of the following:
  - A. Manager addressing the employees
  - B. Notice on company notice board
  - B. Circular inviting staff to special meeting
  - D. Retrenchment message doing rounds on

the grape-vine

- 10 The five (5) kinds of power identified by French and Raven (1959) are .....
- A. Expert, referent, legitimate, reward, autocratic power
  - B. Reward, coercive, expert, referent, democratic power
  - C. Coercive, expert, referent, legitimate, dictator power
  - D. Legitimate, reward, coercive, expert, referent power
- 11 If reward and punishment are used together, .....
- A. It is important that the rewarded behaviour and the punished behaviour are incompatible
  - B. The combination is likely to be more effective than either (reward/punishment) used on its own
  - C. The more intense the punishment and the more sparing the reward the better
  - D. (A) & (B)
- 12 An outline for an oral presentation should include
- A. The central idea
  - B. the main points of the speech
  - C. indications of supporting material
  - D. an introduction and conclusion
  - E. all of these options
- 13 Complying with the demands of an authority figure is a definition of .....
- A. Leadership
  - B. conformity
  - C. obedience
  - D. social influence
- 14 In the context of mass communication, electronic mail (e-mail) is an example of
- A. Parallel communication
  - B. serial communication
  - C. synchronous (occurring / existing at the same time) communication
  - D. asynchronous communication
  - E. all of the above
- 15 A group of police officers presenting short, uninterrupted speeches on different aspects of community safety are participating in a
- A. Symposium
  - B. forum
  - C. panel discussion
  - D. Governance group
  - E. self-help group

16 "Lucinda, we haven't heard from you yet and want to make sure that everyone gets a chance to weigh (or join) in on this matter". This statement would most likely be made by a group member functioning in which of the following roles?

- A. Harmoniser                      B. standard monitor                      C. observer-interpreter  
D. Gate-keeper                      E. encourager-supporter

17 The ability to understand, analyse, respect, and respond to the meaning of another person's spoken and non-verbal messages defines

- A. Feedback                      B. listening                      C. self-centred listening  
D. The golden listening rule                      E. all of the above options

18 One hundred (100) or more people gathered to listen to a speaker make a presentation is

- A. A council                      B. an assembly                      C. a governance group  
D. a small group meeting                      E. an *ad hoc* committee

19 "Listen to others as you would have them listen to you". This is

- A. A method of using extra thought speed                      B. critical listening                      C. the golden biblical saying;  
D. how to engage in self-listening                      E. the golden listening rule                      F. none of these

20 ..... is an important dimension of source credibility in public communication

- A. Sociability                      B. composure                      C. character                      D. extroversion                      E. competence

[20 x 2 = 40 marks]

### Section B

Answer three (3) questions from this section

#### Question 1

Choose the best method of communication. Match the message (Column I) with the method of communication (Column II).

<b>I – Message</b>	<b>II – Method of communication</b>
(a) List of staff members who have First Aid training	(i) Letter
(b) Urgent order to a local supplier of goods	(ii) Courier
(c) Detailed map of how to get to the factory to be sent to ten (10) visitors arriving this afternoon	(iii) Notice board
(d) Contract of employment for a new worker	(iv) E-mail
(e) Minutes of a board meeting & other documents for distribution to members in SA	(v) Telephone call

[5 x 4 = 20 marks]

**Question 2**

(a) “Communication by means of computers is always more effective”. Do you agree with this statement? Explain your answer [7 marks]

(b) “Two-way communication is a waste of time”. Is this statement true or false? Why? [6]

(c) “Letters are the best form of communication”. Do you agree or disagree with this statement? Explain your answer [7 marks] [Total marks = 20]

**Question 3**

(a) Explain the difference between public communication and mass communication [2 x 4 = 8]

(b) What should the speaker do (i) before, (ii) during and (iii) after the presentation to make the communication successful? [3 x 4 = 12 marks]

[Total marks = 20]

**Question 4**

Identify and explain two (2) innovations in the agriculture sector, two (2) innovations in the business/commerce sector and one innovation in the education and training sector in Swaziland or a country of your choice [5 x 4 = 20 marks]

**End of Question Paper**