

**UNIVERSITY OF SWAZILAND**  
**PART-TIME CERTIFICATE IN ADULT EDUCATION YEAR I**  
**FINAL EXAMINATION PAPER, DECEMBER 2011**

**TITLE OF PAPER : INTRODUCTION TO COMMUNICATION**

**COURSE CODE : DAE 113**

**TIME ALLOWED : THREE (3) HOURS**

**INSTRUCTIONS :**

- 1. ANSWER ALL QUESTIONS IN SECTION A.**
- 2. ANSWER TWO QUESTIONS IN SECTION B.**

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**SECTION A**

Answer all questions in this Section.

**QUESTION 1**

Briefly explain how the following factors cause barriers in communication:

- (i) stereotyping;
- (ii) silence;
- (iii) trying to impress;
- (iv) lack of empathy;
- (v) insecurity;
- (vi) ambiguous words;
- (vii) difference in culture;
- (viii) strong emotion.

(40 marks)

**SECTION B**

Answer TWO questions.

**QUESTION 2**

Mention and discuss two qualities (characteristics) of each of the following and clarify with examples:

- i) an effective message (10 marks)
- ii) an adequate channel (10 marks)
- iii) a meaningful response (feedback) (10 marks)

**QUESTION 3**

Explain why

- i) "noise" is outside and around the circle of communication;
- ii) "common understanding" is at the centre of the communication circle;
- iii) "perception" is said to be a peculiar and personal experience.

Give examples.

(30 marks)

**QUESTION 4**

In your situation as a Change Agent, you perform your job as a

- sender
- receiver and
- channel

Briefly describe what you do as you fulfil each role.

(30 marks)

**QUESTION 5**

How can you use your understanding of how communication works to improve your interaction with other people?

Choose any three concepts in communication and explain how they can help you communicate more effectively with your target audience. (30 marks)