

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

**COURSE CODE: CAE 114**

**COURSE NAME: INTRODUCTION TO COMMUNICATION**

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

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

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GRANTED PERMISSION TO DO SO**

## Section A

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

1. The communication process has five (5) basic elements, namely:
  - A. Source, message, channel, noise, receiver
  - B. Source, message, channel, receiver, destination
  - C. Source, message, channel, receiver, feedback &
  - D. Source, message, channel, receiver, destination.
  
2. .... is the process of transferring meaning from sender to receiver and *vice versa*
  - A. Encoding
  - B. feedback
  - C. communication
  - D. decoding
  
3. Important aspects of communication include
  - A. The source must convey an accurate and complete message
  - B. The receiver must understand the message
  - C. The receiver must be willing to act on it an appropriate manner
  - D. Thereby provide perfect feedback
  - E. Options (A) – (C) only
  
4. Osgood's (1954) communication model is two-way; so, too, is
  - A. The Shannon & Weaver communication model
  - B. Lasswell's (1948) Communication model
  - C. Wilbur Schramm's communication model
  - D. Options (A) and (C) only
  
5. We do ceilings, shop-lifting and wall partitioning. What type of noise might this statement introduce?
  - A. Physical
  - B. semantic
  - C. technical
  - D. all of these options
  
6. The four (4) principal zones of interaction as suggested by American anthropologist and cross-cultural researcher, Edward T. Hall, include
  - A. Intimate zone
  - B. personal zone
  - C. social zone
  - D. public zone
  - E. all of these
  
7. The assembly effect bonus is an advantage associated with
  - A. Dyadic communication
  - B. non-verbal communication
  - C. Small group communication
  - D. family 'social' gatherings.
  
8. The disciplined forces tend to use
  - A. Up-ward communication
  - B. lateral communication
  - C. Down-ward communication
  - D. horizontal communication
  
9. Receivers who believe strongly in their ideas demonstrate what personality characteristic?
  - A. High self-esteem
  - B. assertiveness
  - C. dogmatism
  - D. positive self-concept
  
- 10 As adult educators, sources need to show some ..... to their audience
  - A. Understanding
  - B. sympathy
  - C. respect
  - D. empathy
  
- 11 Initially, homophily ..... mutual understanding among communicating parties
  - A. Favours
  - B. inhibits
  - C. promotes
  - D. none of these options.

- 12 Under demographic analysis of one's audience, it is important to consider people's .....
- A. Qualifications    B. age    C. sex    D. income    E. (B) & (C)    F. all of these
- 13 In dyadic communication, feedback is directed at
- A. The source    B. two (2) people    C. receiver    D. one person    E. (A) & (C)
- 14 ..... is a chameleon of a word, changing the colour of its meaning with a change of speaker (or listener)
- A. English    B. semantic noise    C. communication    D. feedback
- 15 A distortion or misunderstanding of a message between a source and receiver represents
- A. Communication breakdown    B. noise    C. confusion    D. (B) & (C) only
- 16 ..... represents the first step in interpersonal communication
- A. Sending the message    B. conceiving an idea    C. choosing a suitable channel
- 17 Flamboyant pop singer, Lady Gaga, whose meat dress and other strange outfits have promoted her peculiar image, represents
- A. Dyadic communication    B. small group communication    C. celebrity of world status  
D. non-verbal communication    E. none of these options
- 18 In communication, office memoranda represent
- A. Informal communication    B. external communication (office-to-office)  
C. Internal communication    D. all of these options
- 19 Extension work (agriculture, education, health) should always use small group settings
- A. Because they promote interaction    B. because people always make new friends  
C. Because they are still small enough to give individual attention    D. Options (A) & (C)
- 20 "The heavy storm last night left a trailer of destruction". This is typical of what type of 'noise' in terms of communication?
- A. Physical    B. technical    C. semantic    D. (B) and (C) only

[20 x 2 = 40 marks]

### Section B

Answer three (3) questions from this section

#### Question 1

- (a) Differentiate between the terms 'encoding' and 'decoding' as used in communication

[2 x 4 = 8 marks]

- (b) Identify and describe two (2) advantages of oral/spoken communication over written communication

[2 x 6 = 12 marks]

[Total marks = 20]

**Question 2**

(a) In your words, explain what is meant by 'communication'? [4 marks]

(b) Identify and state two (2) reasons communication is important in the work you do  
[2 x 5 = 10 marks]

(c) Indicate two (2) forms that this communication frequently takes [2 x 3 = 6 marks]

[Total marks = 20]

**Question 3**

Identify and explain four (4) divisions of non-verbal communication (NVC). Use suitable examples to support your answer [4 x 5 = 20 marks]

**Question 4**

(a) Identify and describe two (2) source variables and two (2) receiver variables. Use suitable examples to support your answer [4 x 5 = 20 marks]

**End of Question Paper**