

**UNIVERSITY OF SWAZILAND**

**FACULTY OF EDUCATION**

**CERTIFICATE IN ADULT EDUCATION I**

**FINAL EXAMINATION, NOVEMBER 2013**

**TITLE OF PAPER: INTRODUCTION TO COMMUNICATION**

**COURSE CODE: CAE 114**

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

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

**THIS PAPER MUST NOT BE OPENED UNTIL THE INVIGILATOR HAS GRANTED PERMISSION TO  
DO SO**

## Section A

Instruction: For each question below, write the letter corresponding to your response

1. Communication is the process whereby the source ..... with the receiver(s)  
A. Shares ideas    B. gives instructions    C. oppresses receiver    D. (A) and (B)
2. Thunder and lightning could result in what type of noise in communication?  
A. Semantic    B. physical    C. technical    D. Options (B) and (C)
3. In communication, the process of 'decoding' helps the receiver to  
A. make the message clear    B. remove unwanted content  
C. make sense of the message    D. none of the options
4. The source is the party in communication that.....  
A. Has beliefs    B. is expert in his/her subject    C. shares information    D. none of these
5. In dyadic communication, feedback is directed at.....  
A. Two (2) people only    B. both parties    C. one person    D. all of these options
6. The communication model developed by Harold Lasswell is .....  
A. Simpler to understand    B. not realistic enough    C. linear    D. (A) and (B)
7. Medical doctors have expert power; so, too, are .....  
A. Venerable chiefs    B. parents    C. politicians    D. head-teachers  
E. None of these options
8. The 'assembly effect bonus' is a characteristic associated with which communication context?  
A. Dyadic communication    B. community meetings    C. small groups    D. none of these
9. A main advantage of the 'dyad', as a communication context, is that it .....  
A. Does not require high literacy levels    B. offers immediate feedback  
D. It is cheaper, given the face-to-face encounter    D. enables counsellors to better help clients
- 10 A person's ability to influence deliberately the behaviour, thoughts and feelings of another person is:  
A. Social exchange    B. Social power    C. Social comparison    D. None of the above
- 11 The following constitute source variables except for:

- A. Source credibility      B. power      C. homophily-heterophily  
 D. Competence      E. excessive extroversion
- 12 The following represent receiver variables in communication except for:  
 A. Anxiety      B. aggression      C. dogmatism      D. hospitality.
- 13 Small groups establish group norms and shared acceptance of rules for their  
 A. applicants      B. opponents      C. members      D. chair-person
- 14 Non-verbal communication consists of all but one of the following:  
 A. Para-language      B. Haptics/Proxemics      C. 'Whistle-blowing'      D. Dress & appearance
- 15 Noise is often categorised into three (3) different types. Which is not one of these types?  
 A. Semantic noise      B. physiological noise      C. technical noise      D. physical noise
- 16 Whether a person talks or remains silent, they still 'communicate'; this captures the essence of  
 A. Written communication      B. oral (spoken) communication  
 C. traditional communication      D. non-verbal communication
- 17 The Shannon & Weaver communication model is uni-directional; so, too, is.....  
 A. Osgood's (1953) model      B. Lasswell's (1948) model      C. both of these      D. none of these
- 18 Intimate distance, as a communication zone, is typical of.....  
 A. A doctor and patient      B. mother and baby      C. ball-room dancers      D. shop-keeper and customers  
 E. crowded bus passengers      D. Options (A) – (C) only
- 19 The heavy storm last night left a train of destruction. This is typical of what type of 'noise'?  
 A. Physical      B. technical      C. semantic      D. (B) and (C) only
- 20 According to ....., the field of experience determines success of the communication  
 A. Harold Lasswell      B. Charles Osgood      C. Wilbur Schramm      D. David Berlo

[20 x 2 = 40 marks]

**Section B**

Answer three (3) questions from this section

**Question 1**

Explain one linear model of communication and one two-way communication model. Use suitable examples (including diagrams where necessary) to support your answer [2x10=20 marks]

**Question 2**

Identify & discuss four (4) bases upon which the power of a source may be founded [4 x 5 = 20]

**Question 3**

(a) Explain in your words, what you understand by 'non-verbal' communication [5 marks]

(b) Identify and discuss three (3) divisions of non-verbal communication [3 x 5 = 15 marks]

[Total marks = 20]

**Question 4**

Explain the following concepts, as encountered in communication events:

(a) Encoding

(b) Decoding

(c) Extroversion

(d) Homophily-heterophily [4 x 5 = 20 marks]

**End of question paper**