

**UNIVERSITY OF SWAZILAND**

**FACULTY OF EDUCATION**

**CERTIFICATE IN ADULT EDUCATION I**

**FINAL EXAMINATION, DECEMBER 2014**

**TITLE OF PAPER: INTRODUCTION TO COMMUNICATION**

**COURSE CODE: CAE 114**

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

**WEIGHT: 100 MARKS**

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

**WRITE YOUR ANSWERS IN ANSWER BOOKLET PROVIDED**

**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 which corresponds to your response

1. Communication is .....  
A. An episode/event      B. educational      C. a process      D. two-way
2. The assembly effect bonus is a main advantage of which communication context?  
A. Dyadic      B. public      C. mass communication      D. small group
3. Competence is an important dimension of source credibility in ..... communication context?  
A. Dyadic      B. mass communication      C. small group      D. all of these options
4. .... is a form of non-verbal communication that makes use of the voice (e.g. tone)  
A. Kinesics      B. stammering/pausing      C. para-language      D. none of these
5. Non-verbal communication (NVC) is the process where messages are conveyed through .....  
A. Body movements      B. facial expressions      C. physical distance between the source and receiver  
D. (A) and (C) only      D. Options (A) – (C)
6. Anthropologist, Edward T. Hall, has suggested four (4) basic zones for interpersonal interaction. From the list below, which is not one of them?  
A. Intimate distance      B. personnel distance      C. social distance      D. public distance.
7. Legitimate authority or power includes the parents' right to.....  
A. Ask their children to wash the dinner dishes      B. to be obeyed in all things  
C. Both of these statements      D. none of these options
8. The following but one characterise a communication event: There is always a person.....  
A. Who transmits      B. there is a message      C. there is noise      D. there is message recipient
9. How precisely do the transmitted symbols convey the desired meaning recognises the possibility of  
(i) Physical noise      B. semantic noise      C. technical noise      D. all of these statements
- 10 Teachers have both ..... power and ..... power  
A. Reward power      B. expert power      C. coercive power      D. options (A) and (c) only

- 11 In public communication, it is not necessary for the presenter to be .....  
as long as they know their subject (or topic) well
- A. Well-dressed    B. composed    C. polite    D. sociable
- 12 One advantage of dyadic communication over mass communication is that it
- A. Is cheap    B. offers immediate & direct feedback    C. both of these    D. none for these
- 13 The following except one represent source variables in the communication process
- A. Homophily & heterophily    B. competence    C. social power    D. credibility
- 14 The following except one represent receiver variable in the communication process
- A. Demographic audience analysis    B. prior    C. selective    D.
- 15 Berlo's (1960) communication model consists of .....
- A. Channel    B. message    C. receiver    D. source    E. all of these
- 16 People can use objects to communicate their .....
- A. Interest on subject-matter    B. disinterest    C. status    D. none of these
- 17 People can communicate using time by .....
- A. Being early    B. being late    C. keeping deadlines    D. all these    E. none of these
- 18 Haptics is a technical term used when communicating through use of .....
- A. Eye contact    B. social distance    C. touch    D. (A) and (C) only
- 19 ..... represents the interrelated observations and theories of people's  
use of space as a specialised elaboration (explanation) of culture
- A. Proxemics    B. chronemics    C. vocalics    D. none of these
- 20 You like the source for what they are and are willing to comply with their wishes. What  
source of power does the source described have in their possession?
- A. Legitimate    B. expert    C. reward    D. referent    E. coercive

[20 x 2 = 40 marks]

### Section B

Answer any three (3) questions from this section

**Question 1**

Explain three (3) ways in which oral (spoken/verbal) communication is similar to written communication and two (2) ways in which it is different. Use suitable examples to support your answer [5 x 4 = 20 marks]

**Question 2**

With special reference to Harold Lasswell's communication model, fill in the blanks in the diagram below and briefly explain the contents of each box. You may want to draw the diagram in your answer booklet.

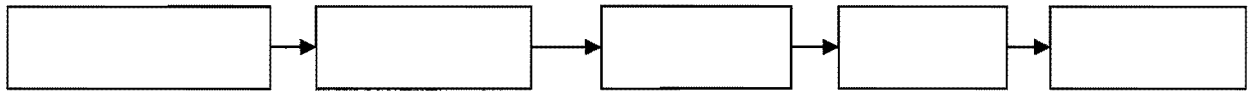


Figure 1 – Lasswell's (1948) Communication Model

[5 x 4 = 20 marks]

**Question 3**

Identify and explain two (2) advantages and two (2) disadvantage of small group communication. Where possible, give examples to support your answer [4 x 5 = 20 marks]

**Question 4**

Identify and describe two (2) ways in which electronic media is similar to print media and two (2) ways in which it is different? [4 x 5 = 20 marks]

**End of Question Paper**