

UNIVERSITY OF SWAZILAND

FACULTY OF EDUCATION

CERTIFICATE IN ADULT EDUCATION I

FINAL EXAMINATION, MAY 2015

TITLE OF PAPER: HUMAN COMMUNICATION

COURSE CODE: CAE 115

TIME ALLOWED: TWO (2) HOURS

WEIGHT: 100 MARKS

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 which corresponds to your response

1. The assembly effect bonus is a benefit associated with which communication context?
A. Dyadic communication B. small group communication
C. public communication D. public communication
2. The following are examples of innovations in the agriculture sector except one
A. Liquid fertilizer B. tractors C. marula brew
D. conservation agriculture
3. Research has shown that tend to adopt innovations earlier than other groups
A. Skilled people B. single parents C. teachers D. women
4. Print media includes all of the following but one
A. Zimbabwe Herald B. journals C. hand-outs D. magazines
5. The People's Parliament (Sibaya), given its wide media coverage, is an example of
A. Mass communication B. public communication c. both of these D. none of these
6. Competence is an important dimension of which kind of communication?
A. Small group B. mass communication C. public D. (A) and (C) only
7. An important advantage of public communication for both source and receiver is.....
A. Prominence B. direct & immediate feedback C. economy D. all of these
8. An advantage of mass communication over public communication is that in the former, there is
A. Direct feedback B. mass audience C. opinion leaders D. none of these
9. The fact that people may choose to watch football instead of television captures the idea of
A. Setting priorities B. selective exposure to mass media
C. Both of these options D. none of these options
10. The following, but one, are examples of gate-keepers in mass communication
A. Editors B. PROs C. security personnel D. book reviewers
11. The following are examples of innovations in teaching and learning situations except one
A. Power-point presentations B. Take-home test

- C. Video conferencing D. e-learning (e.g. using Moodle)
12. The process of adopting innovations follows the stages below save for one
- A. Awareness B. seeking additional information
- C. Soliciting expert opinion D. evaluation (of innovation's benefits & costs, if any)
13. A reliable way of bringing about development in communities around SWD is through using
- A. Mass communication B. small groups C. public forums D. combination of these
14. The purpose of mass communication is to help reach many people in the pursuit to.....
- A. Convert them to Christianity B. educate them C. empower them politically
- D. Bring about needed change in the lives of community members
15. In mass communication, unlike in the other communication contexts,
- A. There is no feedback B. source reaches audience instantly
- C. There is a massive audience & message that is mass-produced D. options (B) and (C)
16. The speaker in public communication needs..... to make his/her presentation successful
- A. Tertiary education B. time-keeping C. adequate preparation D. none of these
17. The contexts listed below represent public communication with the exception of one
- A. SNAT general assembly B. staff meeting at Swazi National High School (with 55 teachers)
- C. Regional SMART dialogue meeting in Siteki D. Mbabane West Constituency meeting
18. An influential yet unofficial group in public communication is that of
- A. Unionised audience B. gate-keepers C. opinion leaders D. (B) and (C) only
19. Mass communication is primarily concerned with transmitting information to.....
- A. The masses B. everyone in Swaziland C. a massive audience D. all of these
20. The information and technology sector is fraught with innovations, including all but one
- A. Mobile phone B. electronic mail
- C. overhead projector D. telegraph

[20 x 2 = 40 marks]

Section B

Question 2

Explain two (2) ways in which public communication is similar to mass communication and one way in which it is different [20 marks]

Question 3

Identify and describe three (3) factors that a speaker has to bear in mind before the presentation and two (2) factors that s/he has to bear in mind during the presentation to make it successful [5 x 4 = 20 marks]

Question 4

Differentiate between electronic media and print media. Give four (4) examples of each to support your answer [5 x 4 = 20 marks]

Question 5

Identify and describe the main steps in the diffusion of innovations [5 x 4 = 20 marks]

End of Question Paper