

UNIVERSITY OF SWAZILAND
PART-TIME CERTIFICATE IN ADULT EDUCATION YEAR I
FINAL EXAMINATION PAPER, DECEMBER 2015

TITLE OF PAPER : COMMUNICATION AND HUMAN RELATIONS

COURSE CODE : AED 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

Explain the role of each of the following elements in the process of communication.

- a) channel (10)
- b) perception (10)
- d) receiver (10)
- e) feedback (10)

SECTION B

Answer two questions from this section.

QUESTION 2

“Perception is affected by factors that the interacting parties can manipulate in order to achieve a desired outcome”.

Discuss three factors of perception that you have had to consider during interaction with your target audience. Explain how these factors have influenced the interaction. (30)

QUESTION 3

State three clear reasons why a Change Agent is more effective if he/she communicates with rather than talks to the target audience.

In your answer consider the differences between communicating and talking. (30)

QUESTION 4

The message we send is as effective as the channel used to transmit it.

Comment on the statement given above and state three reasons why you agree or disagree. (30)

QUESTION 5

- (i) Why is listening said to be a psychological process? (10)
- (ii) Why is non-verbal communication more believable than verbal communication? (10)
- (iii) Why is perception said to be a personal experience? (10)