

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
B. ED. (ADULT EDUCATION) YEAR 1
FINAL EXAMINATION, DECEMBER 2016

TITLE OF PAPER : HUMAN & ORGANISATIONAL COMMUNICATION I

COURSE CODE : IDE-BAE 113

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS :

- 1. ANSWER THREE (3) QUESTIONS ONLY.**
- 2. ANSWER ALL QUESTIONS FROM SECTION A**
- 3. ANSWER TWO (2) QUESTIONS IN SECTION B**
- 4. WRITE YOUR ANSWERS ON THE ANSWER BOOKLET PROVIDED.**
- 5. DO NOT WRITE ON THE QUESTION PAPER.**

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

SECTION A

THIS SECTION IS COMPULSORY

Question 1

- a) As an adult education change agent, discuss key elements to consider for effective communication [10 Marks]
- b) Design an effective advocacy strategy that you could use to educate men on condom use at Ka-Gucuka community and justify your selection [20 marks]
- c) Discuss why a message is the central element in the process of communication [5 marks]
- d) Discuss why feedback is important in any communication situation [5 marks]

TOTAL [40 MARKS]

SECTION B

ANSWER ANY TWO (2) QUESTIONS IN THIS SECTION

Question 2

- a) Discuss why a good listener is a good communicator [5 marks]
- b) Explain why communication is a process [10 marks]
- c) With an aid of an example, discuss what is Halo effect and how it can create a barrier to communication [10 marks]
- d) Is communication always conscious and deliberate in any communication situation, discuss [5 marks]

TOTAL [30 MARKS]

Question 3

- a) Discuss any five (5) advantages and disadvantages of written communication [10 marks]
- b) Identify any five (5) factors that could influence meaning in any written communication [10 marks]
- c) How could punctuations distort your message in any written communication? [5 marks]
- d) Using illustration, define verbal communication [5 marks]

TOTAL [30 MARKS]

Question 4

- a) What are the key qualities of a good public speaker? [10 marks]
- b) Explain why audience analysis is important to any adult facilitator [10 marks]
- c) How can a visual aid assist both the speaker and listener in a communication situation?
[10 marks] TOTAL [30 MARKS]

Question 5

- a) Define non-verbal communication and show how it can affect verbal communication [10 marks]
- b) Using examples, discuss why it is important for an adult educator to understand the culture of his/her target audience [10 marks]
- c) Discuss why people tend to stereotype our personality on the basis of our body type [5 marks]
- d) Using an illustration, discuss how a dress code can affect communication [5 marks]

TOTAL [30 MARKS]