

**UNIVERSITY OF ESWATINI**  
**INSTITUTE OF DISTANCE EDUCATION**  
**BACHELOR OF ADULT EDUCATION YEAR I**  
**FINAL EXAMINATION PAPER, DECEMBER 2018**

**TITLE PAPER : HUMAN & ORGANISATIONAL COMMUNICATION 1**

**COURSE CODE : AED137**

**TIME ALLOWED: THREE (3) HOURS**

**INSTRUCTIONS: 1. ANSWER THREE (3) QUESTIONS ONLY**

**2. ANSWER ALL QUESTIONS IN SECTION A**

**3. ANSWER ONLY TWO (2) QUESTIONS IN SECTION B**

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION IS GRANTED BY  
INVIGILATOR**

## 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 youth at Buseleni community on condom use and justify the selection of your choice [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 MARKS: 40 MARKS**

## SECTION B

**ANSWER ANY TWO 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 the aid of an example, discuss what Halo effect is and show how it can create a barrier to communication. [10 marks]
- d) Is communication always conscious and deliberate in any communication situation? [5 marks]

**TOTAL MARKS [30 MARKS]**

### QUESTION 3

- a) Discuss any 5 (five) advantages and disadvantages of written communication [10 marks]
- b) Outline any 5 [five] factors that could affect meaning in any written communication. [10 marks]
- c) How could punctuation distort your message in any written communication? [5 marks]
- d) Using an illustration, define verbal communication. [5 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 a listener in a communication situation? [5 marks]

**TOTAL MARKS [30 MARKS]**

**QUESTION 5**

- a) Define non-verbal communication and explain 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 MARKS [30MARKS]**