

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
CERTIFICATE IN ADULT EDUCATION YEAR I
FINAL EXAMINATION – MAY 2009

TITLE OF PAPER : HUMAN COMMUNICATION
COURSE CODE : CAE 104
TIME ALLOWED : THREE (3) HOURS
INSTRUCTIONS : ANSWER ALL QUESTIONS IN SECTION A
AND THREE (3) QUESTIONS IN SECTION B

**THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

Section A

Answer all questions in this section

Answer questions below by writing in your answer book the letter corresponding to your response

1. A constituency meeting is an example of:
 - A. Mass communication
 - B. Rural communication
 - C. Public communication
 - D. Small group communication
2. The following constitute source variables except for:
 - A. Sociability
 - B. Smart dress
 - C. Composure
 - D. Competence
3. The following constitute receiver variables except for:
 - A. Anxiety
 - B. Aggression
 - C. Dogmatism
 - D. Hospitality
4. Small groups establish group norms and shared acceptance of rules for their
 - A. applicants
 - B. opponents
 - C. members &
 - D. chairperson
5. The chairperson of a meeting has to observe the following points
 - A. Start the meeting promptly
 - B. Interrupt 'over-talking' members
 - C. Provide cold and hot refreshments
 - D. Guide the meeting by following agenda
6. Non-verbal communication consists of all but one of the following:
 - A. Dress & appearance
 - B. Haptics/Proxemics
 - C. Talking quietly
 - D. Para-language
7. Noise is often categorised into three (3) different types. Which is not one of these types?
 - A. Semantic noise
 - B. Technical noise
 - C. Physical noise &
 - D. Classroom noise.
8. Being early, on time or late communicates something about the person. Technically, communicating using time is referred to as:
 - A. Haptics
 - B. Vocalics
 - C. Artefacts
 - D. Chronemics

9. In public communication, the speaker has control over
 - A. the content
 - B. the audience
 - C. the venue set-up
 - D. all other logistics
10. In most cases, mass communication
 - A. is bi-directional
 - B. is linear (one-way)
 - C. is the more effective mode
 - D. generates immediate feedback
11. Community members participate in development projects at three (3) levels, namely:
 - A. Presence
 - B. Control and
 - C. Involvement
 - D. All the above
12. Two (2) examples of print media are
 - A. Books
 - B. Hand-outs
 - C. Magazines
 - D. (A) and (C)
13. All the following factors (but one) represent barriers to communication
 - A. Seeing world differently
 - B. Nervousness or boredom
 - C. Physical/other discomfort
 - D. Weak state of the economy
14. The following are benefits of oral communication except:
 - A. Provides immediate feedback
 - B. Can use tone of voice and gestures
 - C. Oral communication appeals to rural people more than the urban-based
 - D. Allows each party to question or observe other cues (or signals)
15. Television is a form of mass communication; so, too, is/are:
 - A. Radio and newspapers
 - B. Professional magazines
 - C. Internal office memoranda
 - D. Statements (A) and (B) only
16. State the source or type of power implied in each of the following statements, (a) – (e):
 - a) The person has the experience and knowledge to earn (deserve) your respect and you defer (or leave) to his or her judgement in some matters

- b) The person is able to give special benefits to people and you find it helpful to trade (or exchange) favours with him or her
- c) The person can make things difficult for people and you want to avoid getting him or her angry
- d) The person has the right, considering his or her position [and your responsibilities] to expect you to comply with his or her requests
- e) You like the person for what they are and enjoy doing things for him or her

[20 x 2 = 40 marks]

Section B

Answer three (3) questions in this section

Question 1

- a) What is the technical (specific) meaning of 'noise' in communication? [5 marks]
- b) Identify and discuss three (3) types of noise encountered in the communication process [3 x 5 = 15 marks]

Question 2

A communicator can use power effectively to gain compliance, but the use of power can cause problems.

- i) State the type of power communicators use to gain compliance (or obedience) [5 marks]
- ii) Discuss, with examples, three (3) negative outcomes or problems associated with or inherent in this type of power [3 x 5 = 15 marks]

Question 3

Identify and discuss two (2) advantages and two (2) disadvantages of small groups in communication [4 x 5 = 20 marks]

Question 4

- (a) What do you understand by an 'innovation'? Give examples of innovations in your field of practice, study or work [4 marks]
- (b) Identify and describe the adoption stages of an innovation [4 x 4 = 16 marks]

[Total marks = 20]

End of Question Paper