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University of Swaziland

Faculty of Education

Certificate in Adult Education I

Final Examination, December 2011

Course Code: CAE 114

Course Name: Introduction to Communication

Time Allowed: Two (2) Hours

Instructions: Answer all Questions in Section A

Answer three (3) Questions in Section B

This paper must not be opened until the invigilator has granted permission to do so

Section A

Answer the questions below by writing the letter corresponding to your response

1. The purpose of communication is to
 - A. Help cope with one's studies, including this course
 - B. improve one's low education
 - C. Give clear instructions to subordinates at workplace
 - D. create mutual understanding.
2. Communication is a process because it involves
 - A. At least four (4) elements: Source -> message -> channel -> receiver; additionally, feedback
 - B. Interaction between two (2) parties; sending out messages & receiving + processing feedback
 - C. Low literate and highly literate communication parties
 - D. all of these options
3. Head-Teachers have to be obeyed. The bases for their power stems from authority
 - A. Referent
 - B. expert
 - C. legitimate
 - D. Options (A) and (B) only
4. "Honestly, what more can be sad?" could convey.....noise
 - A. Technical
 - B. physical
 - C. semantic
 - D. Options (A) and (C) only
5. "Who does this Mlambo-ngwenya think is he". This statement could introduce what type of noise?
 - A. Physical
 - B. semantic
 - C. technical
 - D. Options (B) and (C) only
6. The statement, "Discom shops cease to open" could introduce what type of noise?
 - A. Technical noise for customers
 - B. physical
 - C. semantic
 - D. Both (A) and (B) options
7. Lasswell's (1948) communication model is linear; so, too, is the Shannon and Weaver model
 - A. True
 - B. false
 - C. partially true
 - D. none of these options
8. In dyadic communication, feedback is, by definition, directed at two (2) persons only
 - A. False
 - B. true
 - C. partially false
 - D. none of these options
9. The assembly effect bonus is a characteristic associated with which communication context?
 - A. Union groups
 - B. progressive formations
 - C. small groups
 - D. all of these
- 10 The dyadic communication context provides immediate and quality feedback (responses)
 - A. Always
 - B. never
 - C. seldom
 - D. depends on the interacting parties
- 11 A main shortcoming of small group communication is that it is
 - A. Made up of members from different backgrounds
 - B. more likely to lead to disagreements
 - C. capable of producing quality decisions/outcomes
 - D. all of these.
- 12 What are the main functions performed by communication in an organisation?
 - A. Information
 - B. emotional expression
 - C. control
 - D. motivation
 - E. all of these
- 13 Communicating with our bodies is, technically-speaking, termed
 - A. Show-off
 - B. eye contact
 - C. kinesics
 - D. options (A) and (B)

- 14 Even if a person chooses not to respond to a source, they are still communicating
 A. False B. true C. partially true D. partially false E. none of these
- 15 According to, the field of experience determines success of the communication
 A. Harold Lasswell B. Charles Osgood C. Wilbur Schramm D. David Berlo
- 16 Down-ward (vertical) communication is particularly important in teaching-learning situations
 A. True B. false C. partially true D. none of these options
- 17 In a communication process, might often be the source of 'noise'.
 A. Low literate receiver B. over-educated source C. channel D. message itself
- 18 Interaction with other people is termed while communication with one-self is termed.....
 A. Dyadic communication B. interpersonal communication C. small group communication D. intra-personal communication E. (B) and (D) only
- 19 In communication, sharing personal details (information) with the other party is termed
 A. Extroversion B. sociability C. self-disclosure D. confession
- 20 The heavy storm last night left a train of destruction. This is typical of what type of 'noise'?
 A. Physical B. technical C. semantic D. (B) and (C) only
 [20 x 2 = 40 marks]

Section B

Answer three (3) from this section

Question 1

- (a) Differentiate between oral or spoken communication and written communication [2 x 4 = 8]
 (b) Indicate two (2) advantages of oral/spoken communication over written communication and two (2) advantages of written communication over oral/spoken communication [4 x 3 = 12 marks]
 [Total marks = 20]

Question 2

- (a) In your words, explain what you mean by the term 'noise' in communication [5 marks]
 (b) Identify and discuss three (3) types of noise, as studied in this course [3 x 5 = 15 marks]
 [Total marks = 20]

Question 3

Explain how you would perform the following telephone roles:

- (a) Student and Tutor – enquiring what room a certain course will be taught in that semester
- (b) Businessman and hotel receptionist – booking a room for an overnight stay
- (c) Customer and dry cleaners – enquiring why a suit for dry-cleaning (quote receipt number) promised for the previous Saturday is still not ready
- (d) Sales representative and sales manager – confirming a purchase order delivery date
- (e) Insurance company and client – seeking renewal of a comprehensive car insurance policy

[5 x 4 = 20 marks]

Question 4

- (a) Explain in your words, what you understand by 'non-verbal' communication [5 marks]
- (b) Identify and discuss three (3) divisions of non-verbal communication [3 x 5 = 15 marks]

[Total marks = 20]

End of Question Paper