

**COM1501**

( 496396)

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**FUNDAMENTALS OF COMMUNICATION (COMMUNICATION SCIENCE)**

Duration 2 Hours

100 Marks

EXAMINERS  
FIRST  
SECONDPROF EJ TERBLANCHE  
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This paper consists of 12 pages and consists only of multiple-choice questions. The mark you obtain will be converted to a percentage and the semester mark will be added to calculate your final mark (if you meet the minimum requirements)

**Please complete the attendance register on the back page, tear it off and hand it to the invigilator.**

**IMPORTANT**

- (1) This examination paper consists of **50** multiple-choice questions (MCQs)
- (2) Answer all 50 MCQs by completing **ONE** mark-reading sheet. Select **ONE** correct answer to each question or select the **ONE** option which is more acceptable when compared with the other options for each question
- (3) Make sure that your student number, the code of the paper (**COM1501**) and the unique paper number (**496396**) appear on the **mark-reading sheet**
- (4) Instructions for the completion of the mark-reading sheet appear at the back of this paper
- (5) The mark-reading sheet has to be completed by using a pencil **ONLY**
- (6) After answering this examination paper you **HAVE TO hand in the following.**
  - ONE** mark-reading sheet
  - ONE** examination paper

**[TURN OVER]**

**QUESTIONS**

- Q1 Millions of years ago prehistoric people initially communicated information about their environment by means of .
- (1) senses, sight, touch, cave paintings
  - (2) gestures, writing, speech, facial expressions
  - (3) touch; grunts, senses, facial expressions
  - (4) cave paintings, posture, touch
- Q2 Successful human communication developed over time and in different stages
- Which option below represents the correct chronological stages in the development of human communication? The age of
- (1) writing, speech and language, electronic mass media, printing
  - (2) speech and language; writing, printing, electronic mass media
  - (3) writing; printing, speech and language, electronic mass media
  - (4) writing, speech and language, printing, electronic mass media
- Q3 The development of speech and language enabled humans to
- (a) participate in community life
  - (b) plan, hunt and defend themselves
  - (c) preserve food, keep warm and cultivate the land
  - (d) record traditions
- (1) (a) (b) (c)
  - (2) (a) (b) (d)
  - (3) (a) (b) (c) (d)
  - (4) (c) (d)
- Q4 The development of paper was chronologically preceded by the development of .
- (1) cuniform, animal skins; papyrus, parchment
  - (2) animal skins, parchment, papyrus, clay tablets
  - (3) cuniform; clay tablets, parchment, papyrus
  - (4) clay tablets, papyrus, animal skins, parchment
- Q5 Which of the following can be regarded as the first true mass medium?
- (1) books
  - (2) newspapers
  - (3) magazines
  - (4) television

- Q6 What can be regarded as having laid the foundation for the development of electronic mass media?
- (a) discovery of electricity
  - (b) cave paintings
  - (c) sending cables
  - (d) the printing press
- (1) (a) (b)  
(2) (a) (c)  
(3) (b) (d)  
(4) (c) (d)
- Q7 Which of the following can, according to Steinberg, be regarded as part of the Information age?
- (1) Films, newsgroups, chatrooms, Internet
  - (2) Television; radio, E-mail, Internet
  - (3) E-mail, Internet, newsgroups, telecommuting
  - (4) Television, chatrooms, audio conferencing, World Wide Web
- Q8 Communication serves a number of purposes. When we communicate with other because we need contact with other people and have a desire to interact with others, our communication serves a specific need. In this instance we communicate to
- (1) collate information
  - (2) boost our sense of self
  - (3) make an informed decision
  - (4) satisfy a psychological need
- Q9 Chepape, your teenage son of 10 is arguing with you and constantly trying to convince you that he is old and big enough to smoke dagga. He claims to have done research and has found that dagga serves a medicinal purpose and can calm the nerves. He also maintains that his friends all smoke a joint, and believes his peers will respect him more if he also starts using dagga.
- The purpose of Chepape's communication with you is to satisfy a need for
- (1) relationships
  - (2) his sense of self
  - (3) persuasion
  - (4) decision making
- Q10 The following is an example of a self-actualisation need
- (1) writing poetry
  - (2) receiving an award for poetry
  - (3) reading poetry to peers
  - (4) being part of a writing group

Q11 The recent earth quake in Japan resulted in a nuclear threat and people living within a specific radius of the plant had to be removed from that area. An advertisement in the latest edition of your favourite magazine illustrates the army assisting people in their moving away to another town 50 kilometres away.

In terms of Packard's hidden needs, this removal of people to a place of safety addressed their need for

- (1) assurance of worth
- (2) emotional security
- (3) ego gratification
- (4) roots

Q12 Consider the list below and identify the option which illustrates the correct similarities between the needs of Maslow and Packard

Maslow's

- (1) need for security and Packard's need for immortality
- (2) social needs and Packard's ego gratification
- (3) need for esteem and Packard's need for love objects
- (4) need for safety and Packard's need for reassurance of worth

Q13 When researchers define specific words to ensure that others will have the same understanding thereof, they refer to these defined words as

- (1) codes
- (2) signs
- (3) concepts
- (4) models

Q14 You are a medical practitioner and have made a breakthrough with AIDS medication. You want to test this medication and will be using two different groups of people in the study. One group will receive the new medication, while the control group will be given placebos. The nature of the research to be conducted will be . research

- (1) historical
- (2) survey
- (3) field
- (4) experimental

Q15 The fact that communication is an irreversible process which is also dynamic and ever-changing, is characteristic of the model of communication

- (1) technical
- (2) transactional
- (3) circular
- (4) meaning-centered

- Q16 The author of books is regarded as a
- (a) decoder
  - (b) encoder
  - (c) communicator
  - (d) recipient
- (1) (a)  
(2) (b)  
(3) (b) (c)  
(4) (a) (d)
- Q17 Your five senses can be regarded as \_\_\_\_\_ of communication
- (1) encoding
  - (2) decoding
  - (3) channels
  - (4) mediums
- Q18 The statement that Unisa has more or less 4500 students registered for COM1501 is an example of the \_\_\_\_\_ of the message
- (1) content level
  - (2) relational level
  - (3) meaning
  - (4) interpretation
- Q19 Your child is in hospital due to an injury at school. You cannot be at the hospital today because you have to attend a very important briefing on a new performance agreement process to be implemented soon. During the discussion and presentation made by the Chair of the Department, you are asked what you think of the new system and how you would make provision for any misinterpretations. You find yourself at a loss for words, because although you were there and listening, you did not pay full attention — you were wondering how your child in hospital was. The fact that your attention was distracted illustrates \_\_\_\_\_ noise
- (1) semantic
  - (2) external
  - (3) semantic and internal
  - (4) internal
- Q20 Identify the theorist(s) whose communication model focussed on the most efficient use of channels for effective communication
- (1) Lasswell
  - (2) Schramm
  - (3) Lasswell and Schramm
  - (4) Shannon and Weaver

- Q21 Identify the theorist who was first to describe communication as an interactive process
- (1) Schramm
  - (2) Shannon
  - (3) Lasswell
  - (4) Shannon and Weaver
- Q22 If the recipient of communication does not understand communication exactly as it was intended, that communication is regarded as a failure
- Which view of communication does this statement best illustrate?
- (1) Transactional
  - (2) Linear
  - (3) Interpersonal
  - (4) Interactive process
- Q23 Theorists who believe that if you have specific personality traits you will communicate in specific ways or produce specific types of messages concentrate on .
- (1) system theory
  - (2) message production and reception
  - (3) semiotics
  - (4) symbolic interactionism
- Q24 According to Steinberg (2009 60) . . . "studies people's perception and interpretation of objects and events from their subjective experiences of them"
- (1) Conscientisation
  - (2) Phenomenology
  - (3) Critical theory
  - (4) Hermeneutics

**Read the scenario below and then answer the question that follows.**

- (1)** The organisation that you work for has suffered severe financial losses due to the recent recession. After studying the financial statements, management decide to call a staff meeting and inform everyone that no salary increases can be afforded this year. **(2)** You are not happy with this state of affairs and decide to speak to William, chairperson of your union. **(3)** William decides that the union management has to meet to discuss the matter and he sends a notification to all members on the executive committee of the union.

- Q25 In what context does the decision of management — as stated in (1) — take place?
- (1) Organisation
  - (2) Small-group
  - (3) Interpersonal
  - (4) Mass media

- Q26 Your discussion of the matter with William illustrates the context of communication
- (1) mass media
  - (2) intrapersonal
  - (3) small-group
  - (4) interpersonal
- Q27 Last night you sat in front of the television and watched the news on an international news channel. The newsreader had a guest in the studio that she interviewed and asked for comment on the situation in Japan after the earth quake.
- How many communication contexts are applicable in this scenario?
- (1) three
  - (2) two
  - (3) four
  - (4) one
- Q28 Select the correct option
- (a) Our perception of people is based on reality
  - (b) We need to question the accuracy of our perceptions of other people
  - (c) Perceptions of people need not change over time
  - (d) Our perception of others can be checked by means of dialogue
- (1) (a) (d)
  - (2) (c) (b)
  - (3) (a) (c)
  - (4) (b) (d)
- Q29 Before forming a perception, our selection process is influenced by
- (1) selective attention and organisation
  - (2) selective attention and selective exposure
  - (3) selective attention and interpretation
  - (4) organisation and interpretation
- Q30 Perceptual organisation is when
- (1) we see and hear what we want to see and hear
  - (2) we listen carefully to satisfy our interests and needs
  - (3) our brain organises material in meaningful patterns
  - (4) our brain explains and evaluates what has been organised

- Q31 Consider the characteristics below and then identify the type of listening it refers to.
- (a) Pay attention to what is said and how it is said
  - (b) Take note of the feelings of the communicator
  - (c) Listen to spoken words
  - (d) Listen for and observe non-verbal cues
- (1) Interactive listening
  - (2) Critical listening
  - (3) Reflective listening
  - (4) Discriminative listening
- Q32 Identify the option containing the correct chronological stages of the listening process
- (1) Understanding, Attending, Feedback, Remembering
  - (2) Sensing, Understanding, Remembering, Responding
  - (3) Sensing, Remembering, Interpreting, Understanding
  - (4) Understanding, Responding, Feedback, Remembering
- Q33 Your supervisor called a meeting today and delivered a speech during which she tried to change your attitudes, opinions and behaviour. During this meeting you will be exercising \_\_\_\_\_ listening skills
- (1) conversational
  - (2) empathetic
  - (3) reflective
  - (4) critical
- Q34 You are the guest speaker at a gala event. During your presentation you notice that people are fidgeting and not paying attention. After the presentation, your partner tells you that the audience could not hear everything which you said because the acoustics in the venue were not good.
- Which barrier to listening is applicable to the scenario?
- (1) Internal
  - (2) Social environment
  - (3) External
  - (4) Psychological factors
- Q35 Identify the first step necessary for the development of efficient listening skills
- (1) Listen to retain information
  - (2) Listen to understand ideas
  - (3) Show you are listening
  - (4) Focus your attention



- Q36 While you were away on holiday, a number of new procedures were implemented in the office. These have an impact on your work and the manner in which you complete your work daily. Your supervisor discusses these changes with you. Because you are upset about them, you constantly break into the conversation without allowing the supervisor to finish any sentence.

Which type of inappropriate feedback are you illustrating?

- (1) Impervious
- (2) Tangential
- (3) Irrelevant
- (4) Interrupting

- Q37 Your local school invites you to come and tell the matric class what the study of Communication Science entails. Once you are on stage, your mouth becomes so dry that you constantly have to lick your lips and take a sip of water.

Which aspect of non-verbal communication is illustrated in the scenario?

- (1) Cultural
- (2) Regulation
- (3) Leakage
- (4) Contradiction

- Q38 On your way to the canteen you pass your friend and a student that is in discussion. You do not want to be rude and simply raise your eyebrows when you make eye contact with the friend.

What is the function of this non-verbal communication?

- (1) Reinforcing
- (2) Complementing
- (3) Replacing
- (4) Contradicting

- Q39 When you drop the kids off at school in the morning, they run down through the gate into the school building. Just before they enter through the door, they turn around and wave at you sitting in the car just before you drive away to go to work.

Which category of non-verbal communication does their waving at you illustrate?

- (1) Kinesics
- (2) Haptics
- (3) Proxemics
- (4) Chronemics

Q40 And that long face ? is an example of which category of non verbal communication?

- (1) Regulator
- (2) Affect display
- (3) Gesture
- (4) Adaptor

Q41 What is the spatial zone applicable to a personal distance of most people?

- (1) 45 –120 cm
- (2) More than 360 cm
- (3) 120 – 360 cm
- (4) 0 – 45 cm

Q42 Which of the following cultures can be regarded as low-contact cultures?

- (1) Danish, German; East-Asian
- (2) French, Italian, Latin-American
- (3) Arabs, New Zealand, Australia
- (4) African, United States of America; Russian

Q43 My next-door neighbour has to have a knee and hip-replacement. She is overweight and the surgeon has told her that he can only operate once she has lost 30 kilograms. She is currently spending a large amount of money on weight-control tablets, visiting a gym and seeing a dietician.

Which category of non-verbal communication is illustrated in this scenario?

- (1) Paralanguage
- (2) Chronemics
- (3) Haptics
- (4) Personal appearance

Q44 You have just returned from a stunning weekend away with your partner and cannot wait to tell everyone at the office of all the fun you had. When you wake up on Monday morning, you are chirpy, in a good mood, and decide that you want to wear something colourful that will portray and display your mood.

Which colour of clothing are you most likely to choose that will illustrate your joyful mood?

- (1) Red
- (2) Green
- (3) Yellow
- (4) Purple

Q45 Which of the following examples of emoticons represents sticking out the tongue?

- (1) D
- (2) ' .
- (3) P
- (4) (

Q46 Which use of language was illustrated when you and your family attended the baptism of your youngest child, Tebogo, six weeks ago? The use of language to \_\_\_\_\_ was illustrated

- (1) entertain
- (2) label and define
- (3) evaluate
- (4) talk about language

Q47 Your wonderful cell phone is playing funny tricks on you with the line breaking up every now and again. You constantly have to ask someone at the other end of the line "Hello, can you hear me?"

You are illustrating the \_\_\_\_\_ function of language when you have to ask "Hello, can you hear me?"

- (1) phatic
- (2) conative
- (3) poetic
- (4) expressive

Q48 Your son was absent from school again yesterday. He comes home today and tells you that the grade guardian called him in and told him "If you do not adhere to the school rules, you will appear before an SGB Disciplinary Committee, you catch my drift?"

Which function of language did the grade guardian use?

- (1) Expressive
- (2) Conative
- (3) Metalinguistic
- (4) Phatic

Q49 Genderlects denotes linguistic differences amongst genders.

Consider the options below and identify the option that illustrates feminine communication rules. Using talk to \_\_\_\_\_

- (1) identify your knowledge and expertise, deal with feelings and personal ideas
- (2) show interest in others and address their needs, solve problems and give advice
- (3) allow others to participate; address problems and build relationships
- (4) to hold attention and prove yourself, build relationships with others

[TURN OVER]

Q50 Your parents have promised to buy you a car once you graduate. Your father states that he has just the right car for you. You are very excited because you think he is going to buy you the latest model of your choice, and allow you to make the selection. When he tells you he has his old 1980 VW model in mind, it becomes evident that the language used has resulted in a misunderstanding.

This miscommunication has resulted because of

- (a) perception
- (b) lack of clear language
- (c) the Sapir-Whorf hypothesis
- (d) the connotative meaning assigned to 'car'

- (1) (a) (b) (c)
- (2) (a) (b) (c) (d)
- (3) (b) (c) (d)
- (4) (a) (b) (d)

TOTAL: 50

**IMPORTANT:**

- **ONLY 80% OF THE MARK YOU OBTAIN IN THE EXAMINATION WILL BE USED IN THE CALCULATION OF YOUR FINAL MARK**
- **YOU HAVE TO OBTAIN AT LEAST 40% (SUB-MINIMUM) IN THE EXAMINATION FOR THE SEMESTER MARK TO BE ADDED TO YOUR EXAMINATION MARK**
- **YOU NEED 50% (SEMESTER MARK AND EXAMINATION MARK COMBINED) AS A FINAL MARK TO PASS THE MODULE**

**YOUR FINAL MARK WILL BE CALCULATED BY THE COMPUTER.**