

COM1501

(475155)

May/June 2012

FUNDAMENTALS OF COMMUNICATION

Duration 2 Hours

100 Marks

EXAMINERS
FIRST
SECONDPROF EJ TERBLANCHÉ
MRS MM VAN HEERDEN

This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue

This paper consists of 14 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 (**475155**) 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 *We cannot not communicate*

This statement is a statement which means that

- (1) it takes real effort to avoid communication
- (2) we can choose **not** to communicate
- (3) our silences do **not** communicate messages
- (4) every aspect of our behaviour communicates messages

Q2 If you want to explain to illiterate people that free medical treatment is available for children under six years and for pregnant women, which two mass media would be most appropriate?

- (1) Radio and television
- (2) Newspapers and film
- (3) Newspapers and radio
- (4) Magazines and television

Q3 People with an interest in a particular topic can communicate with other people sharing their interest in the topic by means of

- (1) newsgroups and the world wide web
- (2) newsgroups and chatrooms
- (3) world wide web and film
- (4) chatrooms and world wide web

Q4–7 Match the stage in the development of human communication in Column A with the information in Column B that best describes the particular stage. Each question has only one correct option.

	Column A		Column B
Q4	Speech and language	1	Hieroglyphics, clay tablets, papyrus and wood pulp was used
Q5	Age of writing	2	Books, newspapers, electricity and the telegraph were invented
Q6	Age of print	3	A worldwide network of communication exists
Q7	Electronic mass media	4	People could think, plan, hunt, and made cave paintings

[TURN OVER]

Q8 Communication problems can be solved by

- (1) teaching people to master technology
- (2) giving people insight into the communication phenomenon
- (3) making contact and sharing meaning with others
- (4) recovering and disseminating information

Read the scenario below and answer the question question 9

You are unsure of whether you should continue with your Communication Science studies at UNISA or whether you should enrol at a local University of Technology. You visit both institutions and discuss different job opportunities that will become available once you complete your studies. The counsellor at the University of Technology provides you with a brochure setting out the contents of the course, advantages of studying at that University of Technology and the sort of jobs you will be able to apply for once you have completed your studies. The counsellor at UNISA questions you about your interests, financial position and the amount of time you have for your studies.

Q9 Which purposes of communication are illustrated in this scenario?

- (a) decision-making
 - (b) information
 - (c) persuasion
 - (d) social
- (1) (a) and (b) and (c)
 - (2) (a) and (b) and (d)
 - (3) (a) and (b) and (c) and (d)
 - (4) (a) and (c) and (d)

Q10 Communication theories can be defined as

- (1) a prediction of research results
- (2) tools to identify and recognise communication problems
- (3) the different ways of looking at communication
- (4) the process of communication between two people

Read the scenario below and answer question 11

At a Reconstruction and Development Programme meeting it is stated that the programme aims at providing food, water and shelter for the homeless. Recreational facilities will also be provided to keep children off the streets.

[TURN OVER]

- Q11 Which of Maslow's needs are addressed in the above extract?
- (a) safety needs
 - (b) survival needs
 - (c) social needs
 - (d) esteem needs
- (1) (a) and (b) and (c)
(2) (a) and (c) and (d)
(3) (a) and (d)
(4) (a) and (c)
- Q12 With reference to the scenario in question 11 above, in which type of listening would you primarily be engaged at this meeting?
- (1) Reflective listening
 - (2) Critical listening
 - (3) Conversational listening
 - (4) Discriminative listening
- Q13 According to Packard's theory of needs, the human need for emotional security is threatened by
- (1) the lack of re-assurance of self-worth
 - (2) substituting our creativity
 - (3) the lack of being valued for what you do
 - (4) war, terrorism, AIDS
- Q14 Experimental research is when
- (1) the researcher uses two similar groups of people and exposes them to the same variable
 - (2) the research is conducted at the place where the phenomenon occurs
 - (3) information is collected from a selected group of people
 - (4) mass media is analysed to gather information
- Q15 Which of the following options is best illustrated by the principles that all the parts are interdependent and interact to result in success and stability?
- (1) Communication model of Lasswell
 - (2) Communication model of Shannon and Weaver
 - (3) Communication model of Schramm
 - (4) System theory

[TURN OVER]

- Q16 Mike's manager comes into his office early on Monday morning and presents him with a list of tasks to be performed on that day. As the manager leaves Mike's office, he says "I'll be out for the rest of the day?"

The scenario above illustrates a linear communication encounter between the manager and Mike. Which of the following statements could the manager have used to encourage Mike to become an active participant in the communication process?

- (a) "Bring me the work before you leave this afternoon".
- (b) "Do you understand the instructions I have given?"
- (c) "Do you anticipate any problems as I will be out of the office for the rest of the day?"
- (d) "I hope you do a better job than the last time"

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

- Q17 The ideal number of people in an effective small group comprises of people. These members of the group can interact in such a way that each person influences and is influenced by another person.

- (1) 2-4
- (2) 3-6
- (3) 8-12
- (4) 3-12

- Q18 *Cognition refers to a process in which information is taken to the brain and made sense of.*

Which ONE of the following terms also describes cognition?

- (1) Encoding
- (2) Feedback
- (3) Memory
- (4) Decoding

[TURN OVER]

- Q19 Consider the list below and identify the encoder of messages
- (1) Listener
 - (2) Reader
 - (3) Writer
 - (4) Viewers
- Q20 A system of signs that conveys meaning (which derives from agreement among its users) describes
- (1) a code
 - (2) mass communication
 - (3) a model
 - (4) interpersonal communication
- Q21 A graphic presentation of a set of concepts that guides understanding of a complex issue describes a
- (1) code
 - (2) sign
 - (3) model
 - (4) symbol
- Q22 Communication is a process that involves the expression, interpretation and exchange of meaning between two people. This definition of communication describes the _____ view of communication
- (1) technical
 - (2) persuasive
 - (3) linear
 - (4) process
- Q23 Which of the following options are regarded as a major limitation of Lasswell's model of communication? It
- (a) does not make provision for feedback
 - (b) assumes that the recipient is passive
 - (c) sees communication as a persuasive process
 - (d) depicts communication as a linear process
- (1) (a) and (c)
 - (2) (b) and (c) and (d)
 - (3) (a) and (b) and (d)
 - (4) (a)

[TURN OVER]

Q24 How many of the following statements is/are true?

- (a) The same sign can have different meanings in different settings
- (b) A sign can represent a feeling or an emotion
- (c) The same sign can have different meanings for different people
- (d) The meanings of signs are **not** socially determined

- (1) Three
- (2) Four
- (3) One
- (4) Two

Q25 Which of the options below are correct?

According to the technical view of communication, theorists are mainly concerned with the

- (a) how accurately and efficiently messages can be transferred along a channel
- (b) sending and receiving messages
- (c) interpretation and meaning
- (d) the relationship between people when they communicate

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

Read the scenario below and answer the question 26.

You are an overworked lecturer suffering from a throbbing headache. A student phones to ask for help about an assignment. You respond by saying "*Take the prescribed book and study guide, sit somewhere and do the work yourself*". On any other day you would have been willing to assist the student but your headache has resulted in your not being able to assist as expected.

Q26 How would the noise which you experienced have been regarded by the communication model of Shannon and Weaver?

- (1) A distortion of the communication process
- (2) It could have caused ineffective listening
- (3) It would have had an impact on the receipt and interpretation of the message
- (4) Irrelevant because the noise did not originate in the channel

[TURN OVER]

Read the scenario below and answer the question 27

Simon and Anna are experiencing marital problems. They visit a marriage counsellor and take turns to explain why they think their relationship is breaking down. The counsellor points out the shortcomings in each one's approach to the relationship. On their way home, Simon says to Anna "You see, I told you that it was all your fault." Anna responds by saying "What do you mean? The counsellor blames you for all the problems."

Q27 This story illustrates Simon and Anna in the process of listening

- (1) selective exposure
- (2) selective attention
- (3) perceptual organisation
- (4) perception

Q28 Your best friend phones and says "I want to tell you about the argument I had with my boss yesterday." In this situation, your friend most probably expects you to be a/an . . . listener

- (1) critical
- (2) active
- (3) evaluative
- (4) reflective

Q29 Identify the option with the most comprehensive list that illustrates methods that help with the retention of information

- (1) Focus attention, listen to retain information, forming associations, take notes
- (2) Listen to retain information, forming associations, take notes, anticipate what is coming
- (3) Show that you are listening, take notes, listen to retain information, forming associations
- (4) Listen to analyse content, listen reflectively, show that you are listening; listening to understand ideas

Q30 Which option contains the most comprehensive list of communication components?

- (1) Intentional communication, people, message, channel
- (2) Unintentional communication, semantic noise, sign, code
- (3) Decoding, meaning, interpretation, noise
- (4) Concept, decoding; medium, channel

[TURN OVER]

Q31 All but one of the following statements about perception is correct. Select the **incorrect** option.

Perception

- (1) is a personal, subjective and unique view of others
- (2) always provides us with an accurate representation of others
- (3) can cause a distortion and misunderstanding of many situations
- (4) is based on information processed in your brain and stored in your memory

Q32 Perception can be defined as

- (1) expectations of an event
- (2) sensing, organising and interpreting stimuli
- (3) a way of seeing from the other person's point of view
- (4) an external rather than internal process

Q33 Which ONE of the following options could you use to increase the accuracy of your perception of others?

- (1) Stereotyping
- (2) Relying on first impressions
- (3) Observing and interacting with people
- (4) Trusting the pictures in your mind

Q34 Which of the following advanced communication theories highlights the use of symbols (language) to negotiate meaning in interaction with other people?

- (1) Hermeneutics
- (2) Phenomenology
- (3) Symbolic interaction
- (4) Cultural studies

[TURN OVER]

Q35 Which of the following options are correct?

Gombrich's theory of perception in art explains

- (a) why two people may interpret a painting in different ways
 - (b) that the artist's culture influences his/her painting style
 - (c) that perception is a physical or mechanical act
 - (d) how art satisfies the need for creativity
- (1) (a) and (b)
 - (2) (a) and (c) and (d)
 - (3) (a) and (b) and (c)
 - (4) (a) and (b) and (d)

Use the illustration below to answer the question below.



Source Young & Regnart (1992 163) Reproduced with permission

Q36 The peace sign being shown by the girl in the sketch, is a form of nonverbal communication called a/an

- (1) illustrator
- (2) emblem
- (3) adaptor
- (4) regulator

[TURN OVER]

Read the statement below and answer question 37

Students who study for more than three hours without taking a break tend to be more distracted by background sounds than those students who take a ten-minute break every hour

Q37 This description supports the view that perception involves

- (1) organisation
- (2) interpretation
- (3) selective exposure
- (4) selective attention

Q38 *Italians are noisy and excitable, so I do not have Italian friends*

This statement is an example of ?

- (1) internal noise
- (2) external noise
- (3) semantic noise
- (4) stereotyping

Q39 Identify the ONE type of nonverbal communication being illustrated in the statement below

In a small-group discussion, people who sit at the “head” and “foot” of the table assume more of a leadership role than those people who sit along the sides of the table

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

Read the story below and answer questions 40, 41 and 42.

Petrus was rushing off to the discussion class for Communication 1 when he noticed a well-built lady in a very short red skirt (1) “Wow! I hope she’s also attending the same discussion class”, he thought to himself (2) He settled down in the back row of the lecture hall and looked around to see if the lady in the red skirt could be spotted (3) A few minutes later the lecturer arrived and raised her eyebrows in surprise when she saw how full the lecture hall was (4) She cleared her throat and said, “Good morning, ladies and gentlemen” (5)

[TURN OVER]

Q40 Which nonverbal code is illustrated in sentence (1)?

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

Q41 Which nonverbal code is illustrated in sentence (3)?

- (1) Proxemics
- (2) Facial expression and eye contact
- (3) Paralanguage
- (4) Personal appearance

Q42 Which nonverbal code is illustrated in sentence (5)?

- (1) Facial expression and eye contact
- (2) Chronemics
- (3) Paralanguage
- (4) Proxemics

Q43 While driving on the highway, a car travelling at a high speed swerves out of the right-hand lane and cuts dangerously in front of you, almost smashing into the front of your car. You are furious and you show the driver a rude hand sign

Which ONE of the following functions of nonverbal communication is illustrated by your use of the rude hand sign?

- (1) Reinforce
- (2) Replace
- (3) Complement
- (4) Regulate

Q44 A well-known sports commentator on television has the habit of using "I mean" in every sentence he says. The constant use of "I mean" is known as _____ and is not only irritating, but interrupts the concentration of some viewers

- (1) paralanguage
- (2) vocal interferences
- (3) artefacts
- (4) haptics

[TURN OVER]

- Q45 The clenching of a fist can mean different things to different people Which option describes the type of meaning we attach to this gesture (clenching of a fist)?
- (1) Shared
 - (2) Denotative
 - (3) Connotative
 - (4) Objective
- Q46 How many of the following non-verbal cues communicate a message?
- (a) Smoke from a chimney
 - (b) The smell of popcorn
 - (c) The South African anthem
 - (d) The British flag
- (1) One
 - (2) Two
 - (3) Three
 - (4) Four
- Q47 Which ONE of the following sentences is the most **concrete** sentence?
- (1) The heart, kidneys and lungs are all organs
 - (2) The body consists of several organs
 - (3) The body cannot function without its organs
 - (4) All the organs of the body are important
- Q48 How many of the following statements are correct?
- (a) A non-verbal message that performs the function of regulation contains instructions and rules
 - (b) A non-verbal message that complements the verbal message communicates admiration for your partner
 - (c) We communicate up to about 65 percent of meanings non-verbally
 - (d) The duration of eye contact with another person is culturally influenced
- (1) One
 - (2) Two
 - (3) Three
 - (4) Four

[TURN OVER]

Q49 You enter the office and greet a colleague by saying "*Hi there Great day, is it not?*" This is an illustration of the . function of communication

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

Q50 The relation between the word "house" and the building which it represents, is .

- (1) direct
- (2) visual
- (3) personal
- (4) arbitrary

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.

PART 1 (GENERAL/ALGEMEEN) DEEL 1

STUDY UNIT e.g. PSY100-X
 STUDIE EENHEID by PSY100-X

1							
---	--	--	--	--	--	--	--

PAPER NUMBER
 VRAESTELNOMMER

2				
---	--	--	--	--

STUDENT NUMBER
 STUDENTENOMMER

6							
7							

INITIALS AND SURNAME
 VOORLETTERS EN VAN

3

DATE OF EXAMINATION
 DATUM VAN EKSAMEN

4

EXAMINATION CENTRE (E.G. PRETORIA)
 EKSAMENSENTRUM (BY PRETORIA)

5

UNIQUE PAPER NO
 UNIEKE VRAESTEL NR

8							
9							

For use by examination invigilator
 Vir gebruik deur eksamenopsiener

◆

- IMPORTANT**
- USE ONLY AN HB PENCIL TO COMPLETE THIS SHEET
 - MARK LIKE THIS ➡
 - CHECK THAT YOUR INITIALS AND SURNAME HAS BEEN FILLED IN CORRECTLY
 - ENTER YOUR STUDENT NUMBER FROM LEFT TO RIGHT
 - CHECK THAT YOUR STUDENT NUMBER HAS BEEN FILLED IN CORRECTLY
 - CHECK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY
 - CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED
 - DO NOT FOLD
- BELANGRIK**
- GEBRUIK SLEGS N HB POTLOOD OM HIERDIE BLAD TE VOLTOOI
 - MERK AS VOLG ➡
 - KONTROLEER DAT U VOORLETTERS EN VAN REG INGEVUL IS
 - VUL U STUDENTENOMMER VAN LINKS NA REGS IN
 - KONTROLEER DAT U DIE KORREKTE STUDENTENOMMER VERSTREK HET
 - KONTROLEER DAT DIE UNIEKE NOMMER REG INGEVUL IS
 - MAAK SEKER DAT NET EEN ALTERNATIEF PER VRAAG GEMERK IS
 - MOENIE VOU NIE

PART 2 (ANSWERS/ANTWOORDE) DEEL 2

1	1) 2) 3) 4) 5)	36	1) 2) 3) 4) 5)	71	1) 2) 3) 4) 5)	106	1) 2) 3) 4) 5)
2	1) 2) 3) 4) 5)	37	1) 2) 3) 4) 5)	72	1) 2) 3) 4) 5)	107	1) 2) 3) 4) 5)
3	1) 2) 3) 4) 5)	38	1) 2) 3) 4) 5)	73	1) 2) 3) 4) 5)	108	1) 2) 3) 4) 5)
4	1) 2) 3) 4) 5)	39	1) 2) 3) 4) 5)	74	1) 2) 3) 4) 5)	109	1) 2) 3) 4) 5)
5	1) 2) 3) 4) 5)	40	1) 2) 3) 4) 5)	75	1) 2) 3) 4) 5)	110	1) 2) 3) 4) 5)
6	1) 2) 3) 4) 5)	41	1) 2) 3) 4) 5)	76	1) 2) 3) 4) 5)	111	1) 2) 3) 4) 5)
7	1) 2) 3) 4) 5)	42	1) 2) 3) 4) 5)	77	1) 2) 3) 4) 5)	112	1) 2) 3) 4) 5)
8	1) 2) 3) 4) 5)	43	1) 2) 3) 4) 5)	78	1) 2) 3) 4) 5)	113	1) 2) 3) 4) 5)
9	1) 2) 3) 4) 5)	44	1) 2) 3) 4) 5)	79	1) 2) 3) 4) 5)	114	1) 2) 3) 4) 5)
10	1) 2) 3) 4) 5)	45	1) 2) 3) 4) 5)	80	1) 2) 3) 4) 5)	115	1) 2) 3) 4) 5)
11	1) 2) 3) 4) 5)	46	1) 2) 3) 4) 5)	81	1) 2) 3) 4) 5)	116	1) 2) 3) 4) 5)
12	1) 2) 3) 4) 5)	47	1) 2) 3) 4) 5)	82	1) 2) 3) 4) 5)	117	1) 2) 3) 4) 5)
13	1) 2) 3) 4) 5)	48	1) 2) 3) 4) 5)	83	1) 2) 3) 4) 5)	118	1) 2) 3) 4) 5)
14	1) 2) 3) 4) 5)	49	1) 2) 3) 4) 5)	84	1) 2) 3) 4) 5)	119	1) 2) 3) 4) 5)
15	1) 2) 3) 4) 5)	50	1) 2) 3) 4) 5)	85	1) 2) 3) 4) 5)	120	1) 2) 3) 4) 5)
16	1) 2) 3) 4) 5)	51	1) 2) 3) 4) 5)	86	1) 2) 3) 4) 5)	121	1) 2) 3) 4) 5)
17	1) 2) 3) 4) 5)	52	1) 2) 3) 4) 5)	87	1) 2) 3) 4) 5)	122	1) 2) 3) 4) 5)
18	1) 2) 3) 4) 5)	53	1) 2) 3) 4) 5)	88	1) 2) 3) 4) 5)	123	1) 2) 3) 4) 5)
19	1) 2) 3) 4) 5)	54	1) 2) 3) 4) 5)	89	1) 2) 3) 4) 5)	124	1) 2) 3) 4) 5)
20	1) 2) 3) 4) 5)	55	1) 2) 3) 4) 5)	90	1) 2) 3) 4) 5)	125	1) 2) 3) 4) 5)
21	1) 2) 3) 4) 5)	56	1) 2) 3) 4) 5)	91	1) 2) 3) 4) 5)	126	1) 2) 3) 4) 5)
22	1) 2) 3) 4) 5)	57	1) 2) 3) 4) 5)	92	1) 2) 3) 4) 5)	127	1) 2) 3) 4) 5)
23	1) 2) 3) 4) 5)	58	1) 2) 3) 4) 5)	93	1) 2) 3) 4) 5)	128	1) 2) 3) 4) 5)
24	1) 2) 3) 4) 5)	59	1) 2) 3) 4) 5)	94	1) 2) 3) 4) 5)	129	1) 2) 3) 4) 5)
25	1) 2) 3) 4) 5)	60	1) 2) 3) 4) 5)	95	1) 2) 3) 4) 5)	130	1) 2) 3) 4) 5)
26	1) 2) 3) 4) 5)	61	1) 2) 3) 4) 5)	96	1) 2) 3) 4) 5)	131	1) 2) 3) 4) 5)
27	1) 2) 3) 4) 5)	62	1) 2) 3) 4) 5)	97	1) 2) 3) 4) 5)	132	1) 2) 3) 4) 5)
28	1) 2) 3) 4) 5)	63	1) 2) 3) 4) 5)	98	1) 2) 3) 4) 5)	133	1) 2) 3) 4) 5)
29	1) 2) 3) 4) 5)	64	1) 2) 3) 4) 5)	99	1) 2) 3) 4) 5)	134	1) 2) 3) 4) 5)
30	1) 2) 3) 4) 5)	65	1) 2) 3) 4) 5)	100	1) 2) 3) 4) 5)	135	1) 2) 3) 4) 5)
31	1) 2) 3) 4) 5)	66	1) 2) 3) 4) 5)	101	1) 2) 3) 4) 5)	136	1) 2) 3) 4) 5)
32	1) 2) 3) 4) 5)	67	1) 2) 3) 4) 5)	102	1) 2) 3) 4) 5)	137	1) 2) 3) 4) 5)
33	1) 2) 3) 4) 5)	68	1) 2) 3) 4) 5)	103	1) 2) 3) 4) 5)	138	1) 2) 3) 4) 5)
34	1) 2) 3) 4) 5)	69	1) 2) 3) 4) 5)	104	1) 2) 3) 4) 5)	139	1) 2) 3) 4) 5)
35	1) 2) 3) 4) 5)	70	1) 2) 3) 4) 5)	105	1) 2) 3) 4) 5)	140	1) 2) 3) 4) 5)

Specimen only