

COM1501
RCM1501

(488880)

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(491685)

FUNDAMENTALS OF COMMUNICATION

Duration 2 Hours

100 Marks

EXAMINERS .
FIRST
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Closed book examination

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 16 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**) unique paper number (**488880**) or (**RCM1501**) unique paper number (**491685**) 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** Which stage in the development of human communication can be regarded as the first major revolution in making communication available to human beings?
- (1) Cave paintings
 - (2) Age of speech and language
 - (3) Age of writing
 - (4) Information age
- Q2** Hotel, Yankee, Lima are typical terms used by travel agents when they confirm and provide the reference number of an air ticket booking. Hotel, Yankee, Lima refer to the alphabetical letters HYL and represent
- (1) the phonetic alphabet
 - (2) Morse code
 - (3) the International Flag Alphabet
 - (4) Semaphore
- Q3** Identify the option below which represents the first attempts of humans to record ideas in graphic format
- (1) Cuniform
 - (2) Cave paintings
 - (3) Papyrus
 - (4) Hieroglyphics
- Q4** Consider the list below and identify the medium to which all of the statements refer
- (a) First medium used to relay pictures across continents via communication satellites
 - (b) Powerful influence on public opinion and perception
 - (c) Leading role player in presenting news and current affairs
 - (d) Is part of the Communication Toolshed Home
- (1) Radio
 - (2) Internet
 - (3) Television
 - (4) Film

[TURN OVER]

- Q5** The most important social significance of the printing press was that ..
- (a) appealed to literate people and increased the volume of communication
 - (b) enabled people to express and share their own opinions
 - (c) public opinion become more prominent and available
 - (d) new political and religious ideas could be distributed easier
- (1) (a) (b)
(2) (a) (b) (c) (d)
(3) (c) (d)
(4) (a) (b) (d)
- Q6** Consider the options below and identify the most comprehensive list containing disadvantages of a chat room
- (a) Participants are unknown and feedback is almost instantly displayed on the screens of participants
 - (b) People can provide incorrect information about themselves and use pseudonyms
 - (c) Several hundreds of participants all over the world can see immediate interaction on their screens on a particular topic
 - (d) One cannot interpret meaning transmitted nonverbally
- (1) (a) (b)
(2) (a) (b) (c) (d)
(3) (c) (d)
(4) (a) (b) (d)

[TURN OVER]

- Q7** Mine strikes in South Africa in 2012 resulted in a number of unnecessary deaths. Rioters, strikers, union representatives, police officials, workers and reporters were at various scenes, each representing their own cause.

The purpose of the communication of the reporters was to

- (a) record the relationship between strikers and law enforcement
 - (b) attend to the physical and psychological needs of the injured attendants
 - (c) provide pictures that would enable the public to take a stance on the allegations of aggression and brutality
 - (d) build a relationship of trust with strikers to ensure inside information
- (1) (a) (b)
(2) (b) (c)
(3) (a) (c)
(4) (a) (b) (c) (d)

- Q8** Persuasion is more effective when messages relate to emotions associated with basic needs (Steinberg 2007:24). Even though you cannot afford it, you own the latest cell phone, computer tablet, and the latest Ford Ranger on the market.

Consider Packard's theory of needs against above statement and indicate which of your needs are satisfied by having these possessions. Need for .

- (a) love objects
 - (b) emotional security
 - (c) assurance of worth
 - (d) sense of power
- (1) (a) (b) (c) (d)
(2) (a) (b) (c)
(3) (a) (c) (d)
(4) (b) (c) (d)

- Q9** The different ways of looking at communication are known as ..

- (1) scientific research
- (2) scientific methods
- (3) theories of communication
- (4) historical research

[TURN OVER]

Q10 You are researching the new conditions of service which management have introduced to employees. The employees have expressed their dissatisfaction on these new service conditions and plan to to- to as expression of their dissatisfaction

Identify the most appropriate research method that you will use in order to observe the behaviour of employees. The best for you would be to conduct research

- (1) historical
- (2) participatory
- (3) survey
- (4) ethnographic

Q11 Circumcision is a very important tradition in Africa. Due to a number of deaths in the Eastern Cape at the last ritual, the Department of Health has decided to investigate the matter. You are commissioned to conduct that research and collate the facts

.. .. research method would be the most appropriate to use in this instance

- (1) Survey
- (2) Historical
- (3) Experimental
- (4) Field

Q12 Models .

- (a) are diagrammes representing simplified illustrations
- (b) simplify complex phenomena and are complete
- (c) cannot explain relationships and communication between two people
- (d) do not represent all aspects of communication

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

[TURN OVER]

Q13 Men have discovered that it is acceptable for them to also use moisturiser on their skins. The manufacturer advertising this product aimed at men is addressing the _____ need (in terms of Packard's hidden needs)?

- (1) ego gratification
- (2) emotional security
- (3) immortality
- (4) love objects

Q14 When communication is considered as a process, communication can be regarded as a

- (a) fixed, static process
- (b) dynamic and never-ending process
- (c) process resulting in a change of behaviour
- (d) process that influences all our communication encounters

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

Q15 Consider the list below and identify the characteristic(s) which relate(s) to the meaning-centered view of communication

From a meaning-centered view communication can be regarded as . . .

- (a) the transmission of messages involving interpretation and assigning meaning
- (b) being interested in what motivates people to communicate
- (c) how people assign meaning to messages and how language is used in communication
- (d) a linear sequence of events

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

[TURN OVER]

- Q16 The understanding that communication is simply a message transferred from one person to another represents the definition or view of communication
- (1) theoretical
 - (2) transactional
 - (3) meaning-centered
 - (4) technical
- Q17 Leakage can be regarded as communication.
- (1) informal
 - (2) formal
 - (3) unintentional
 - (4) intentional
- Q18 Researchers have the same understanding of communication phenomena because they share the same .
- (1) system
 - (2) concept
 - (3) theory
 - (4) model
- Q19 When you read a book, you assign meaning according to your understanding and interpretation of what has been written. Your action of reading the book represents .
- (1) decoding
 - (2) encoding
 - (3) assigning signs
 - (4) your frame of reference
- Q20 You are at the airport waiting for your partner to collect you. The agreement was that you would call once you have collected your luggage. While talking over the cell phone, the line cracks, the signal disappears, and the phone goes dead. You feel let down because the of communication is no longer available.
- (1) medium
 - (2) code
 - (3) signal
 - (4) channel

[TURN OVER]

Q21 A photograph can be regarded as the . . . of communication.

- (1) medium
- (2) code
- (3) signal
- (4) channel

Q22 Because of the fact that your biggest confidant at work has let you down recently, you lately view him with suspicion. You do not share any ideas and thoughts with him anymore, and you feel there has been a breach of trust. This has led to a change in your attitude towards that person, and has implications for your interpretation of his future communication

Your understanding of the continued relationship and future interpretations of his communication relate to . . . of communication

- (1) meaning
- (2) interpretation and meaning
- (3) the content level
- (4) the relational level

Q23 You are in the passage talking to John when Ndlandla passes by and greets you. You interrupt your conversation with John and greet Ndlandla, asking how she is doing.

This interference of communication with John is as a result of . . . noise

- (1) external
- (2) semantic
- (3) internal
- (4) internal and semantic

Q24 When we present discussion classes via satellite broadcasts, our students have opportunity to phone the studio or send an SMS with their question. The lecturer then addresses the issue raised via satellite during the presentation

The communication encounter can be regarded as being a/an . . . process

- (1) active
- (2) inactive
- (3) interactive
- (4) linear

[TURN OVER]

- Q25 According to Schramm's model of communication, communication is important and successful due to the . . .
- (1) feedback
 - (2) meaning
 - (3) dynamic interaction
 - (4) reciprocal process
- Q26 Identify the theorists whose communication models depict a sequential process by defining each of communication components
- (1) Schulz as well as Lasswell
 - (2) Lasswell as well as Shannon and Weaver
 - (3) Lasswell as well as Schramm
 - (4) Schramm as well as Shannon and Weaver
- Q27 Identify the communication theorist who believed that there is only one correct meaning for a message.
- (1) Shannon and Weaver
 - (2) Lasswell
 - (3) Schramm
 - (4) Schultz
- Q28 An important aspect of the communication model of Schramm was that the recipient and communicator had to .
- (1) send and receive clear messages
 - (2) eliminate noise in the channel
 - (3) share common background, language and culture
 - (4) say something to whom with an effect
- Q29 The communication model of can be regarded as the most complex view of communication and greatly contributed to our understanding of communication.
- (1) Lasswell
 - (2) Schultz
 - (3) Shannon and Weaver
 - (4) Schramm

[TURN OVER]

Q30 Different types of communication situations that are classified according to the number of people involved in the interaction and the degree to which they are able to interact, are regarded as the . . . to communication.

- (1) models
- (2) contextual approaches
- (3) components
- (4) hermeneutics

Q31 People who are interpreting the Bible are keeping themselves busy with . . .

- (1) phenomenology
- (2) symbolic interaction
- (3) hermeneutics
- (4) cultural reality

Q32 Important political elections took place in South Africa and America in 2012. During their rallies, candidates address their audiences on various occasions to convince voters to vote for their respective candidates representing their political parties. These personal addressing of the masses falls within the ambit of the . . . context(s) of communication.

- (1) mass communication
- (2) small-group communication
- (3) small-group and mass communication
- (4) public speaking

Q33 Consider the following statement and then select the most appropriate option.

Perception

- (a) contributes to our listening
- (b) is influenced by our frame of reference
- (c) always provides an accurate representation of the world
- (d) is influenced by culture

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

[TURN OVER]

Q34 Mavis picks up the local newspaper in the consulting room and starts reading from the front. Within 10 minutes she puts the paper down. The gentleman next to her asks "Have you finished reading the paper?" Mavis nods her head and states "I don't read anything related to politics or crime anymore."

The response Mavis gave is indicative of .. in the perception process

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

Q35 You have recently been appointed at Unisa in a position which you like very much, and have been assigned a mentor. Gibson explains the many daily activities to be performed meticulously. While he explains, you make notes, and ask questions. Because you do not know the work yet, you feel in no position to challenge any content of the information. . . . listening would therefore be most appropriate in this instance

- (1) Comprehensive and reflective
- (2) Conversational
- (3) Discriminative
- (4) Critical

Q36 Your office at Unisa is very busy with people passing in the passage, coming into the office to speak to Gibson, bringing files, the computer beeping every time an e-mail is received and students continuously calling on the phone. Gibson is trying to explain how examination scripts should be managed, what protocol has to be applied. With all the interruptions, you start losing concentration.

Identify the barriers applicable to the scenario above

- (a) Inaccurate listening
- (b) Noise
- (c) External
- (d) Internal and fidgeting

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

[TURN OVER]

Q37 As stated in question 34 above, you are making notes while Gibson explains. You are also anticipating what might be coming next, form associations and construct mnemonics

Which step in the process of developing efficient listening skills are you trying to address by performing all the activities listed in above scenario? You are listening to

- (1) understand ideas
- (2) reflect
- (3) evaluate the content
- (4) retain information

Q38 Inappropriate feedback — known as a impervious response — is applicable when

- (1) a person fails to acknowledge you attempt to communicate even though they heard you
- (2) your partner breaks into the conversation without allowing you (the communicator) to finish speaking
- (3) you discuss you plans for a holiday and your friend starts talking about her boyfriend
- (4) make no inferences on what you hear or see

Q39 Service delivery in South Africa has become exceptionally bad, especially if you visit a bank or phone a company which has a call centre. Radio Jacaranda in Gauteng has a comedian who calls these companies wanting them to make changes to his accounts. When they answer, he asks them to hold and plays some of the awful music which we have to listen to while they are on hold. He does this to the same person at least three times during the call before he tells them what he has done and why

While listening to this prank, you start devising manners in which you can fool around to make fun of the poor service delivery experienced. The communication contexts applicable to the scenario are that of the _____ contexts

- (1) dyadic and small-group
- (2) interpersonal and mass communication
- (3) intrapersonal and dyadic
- (4) public speaking and small group

[TURN OVER]

Q40 Our ability to assign the intended meaning to the content of a verbal message is known as _____ a message correctly

- (1) sensing
- (2) understanding
- (3) remembering
- (4) responding

Q41 In question 7 above reference was made to the striking mine workers in South Africa. These mine workers were dancing and singing in a group, their gestures and posture indicative of their intentions. Their faces contained evidence of anger and frustration, and their waving of various types of weapons, supported these expressions

Identify the category of non-verbal communication illustrated by the unhappy strikers

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

Q42 The dishwasher needs repair and you receive a phone call from Cathy telling you that repair cost would amount to R1231.00

Which category of non-verbal communication is illustrated by Cathy's use of her voice?

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

Q43 Your friend is recuperating from an operation. On every visit, she claims to be in pain, suffering from the negative effects of treatment. You feel sorry for her and accept responsibility to fulfill some chores she requires to be done. Yesterday you saw her strolling in a supermarket and realised that she may be misusing you

The _____ function of language is illustrated in this scenario

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

[TURN OVER]

Q44 This morning a colleague, whom you do not like and get along with, was in the lift with you and you had to greet her not to feel guilty and rude. Your greeting consisted of "Morning, very hot day today."

Your use of this ritualistic comment exhibits the . . . function of communication

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

Q45 Text books, such as ours in this module, uses language to reflect upon content. In fulfilling this metalinguistic function of language, one can see that the language is oriented towards the . . . of communication

- (1) model
- (2) concept
- (3) symbol
- (4) code

Q46 It has been suggested that . . . can generally not be found in dictionaries

- (1) concrete words
- (2) connotative meanings
- (3) denotative meanings
- (4) abstract words

Q47 Your husband comes home and tells you about his intention to buy a new car. You are preoccupied and have had a very bad day at the office. The very first opportunity you get to say something, you tell him that you have resigned today.

The fact that the communication is not on track (because of your response) is an illustration of inappropriate feedback known as . . . response

- (1) tangential
- (2) interrupting
- (3) impervious
- (4) irrelevant

[TURN OVER]

Q48 We are sometimes very upset by the inappropriate feedback we get from someone when we communicate. You are in communication with someone else and that person does not allow you to complete your sentences, continuously breaks your line of thought, and makes you feel that their views are more important than yours. This is a clear indication of a/an . . . response

- (1) tangential
- (2) irrelevant
- (3) impervious
- (4) interrupting

Q49 Men and women communicate differently and according to Steinberg (2007:127) misunderstandings occur as a result of the differing cultures in which genders grow up

Consider the list below and identify the most comprehensive list representing feminist communication (indicating why women communicate).

- (1) Intimacy, relationship, autonomy
- (2) Create and maintain relationships, respond to others, deal with feelings
- (3) Collaboration, attract audiences, individual achievement
- (4) Accomplish something, establish knowledge, relationship

Q50 You have now completed COM1501 first half of a first-year Communication Science module. We trust that you have enjoyed the module, its contents and that you have found the experience of being a Unisa student rewarding. Do continue with your studies as COM1501 is merely a stepping stone to great heights which you can achieve.

Considering the statement above against Maslow's hierarchy of needs, identify the need supporting the notion that you are studying to fulfill your human potential, wishing to excel, and become the best you can possibly be.

- (1) Self-actualisation
- (2) Social
- (3) Esteem
- (4) Survival

TOTAL: 50

[TURN OVER]

IMPORTANT:

- **ONLY 90% 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.