

**COM1501**

( 488420)

October/November 2016

**FUNDAMENTALS OF COMMUNICATION**

Duration 2 Hours

100 Marks

**EXAMINERS**  
FIRST  
SECONDPROF EJ TERBLANCHE  
MRS MM VAN HEERDEN**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 examination question 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) The mark which you obtain will be converted to a percentage
- (4) Make sure that your student number, the code of the paper **COM1501** unique paper number (**488420**) 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 The invention of \_\_\_\_\_ resulted in literacy spreading in the world
- (1) speech
  - (2) printing
  - (3) the web
  - (4) writing
- Q2 The social significance of \_\_\_\_\_ enabled people to share knowledge that had been previously denied to them
- (1) speech
  - (2) printing
  - (3) the web
  - (4) writing
- Q3 The advent of \_\_\_\_\_ resulted in the wired world
- (1) the web
  - (2) telephone lines
  - (3) electricity
  - (4) fax machines
- Q4 A newsgroup is also known as a \_\_\_\_\_
- (1) bulletin board
  - (2) chatroom
  - (3) the web
  - (4) e-mail
- Q5 The reactions of other people to our behaviour and communication serves the purpose of communication \_\_\_\_\_
- (1) information
  - (2) sense of self
  - (3) persuasion
  - (4) decision making
- Q6 Identify the correct chronological order of Maslow's hierarchy of needs (from most basic to most complex)
- (1) Survival, social, esteem, self-actualisation, safety
  - (2) Safety, social, survival, self-actualisation, esteem
  - (3) Survival, safety, social, esteem, self-actualisation
  - (4) Survival, safety, esteem, social, self-actualisation

- Q7 According to Maslow, the need to respect yourself and be respected by others relates to the need
- (1) survival
  - (2) self -actualisation
  - (3) social
  - (4) esteem
- Q8 When we consider communication as a process, communication is known to be 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) a
  - (2) c d
  - (3) b c d
  - (4) d
- Q9 In terms of Packard's hidden needs, the advertisement of a motor car with the slogan "*You are what you drive*" can be regarded as an expression of the need for
- (1) a sense of power
  - (2) ego gratification
  - (3) immortality
  - (4) love objects
- Q10 Obesity is a world-wide phenomenon and scientists are encouraging people to eat healthier food and to scale down on junk food. Identify the need of Packard to which this concern relates best
- (1) Need for ego gratification
  - (2) Need for immortality
  - (3) Sense of power
  - (4) Need for emotional security
- Q11 The body of knowledge we have about a particular subject is called
- (1) scientific research
  - (2) scientific method
  - (3) theory
  - (4) concept

- Q12 When a scientist has to study and interpret old written documents, artefacts and records, this kind of research is known as \_\_\_\_\_ research
- (1) historical
  - (2) content analysis
  - (3) field research
  - (4) experimental research
- Q13 Ethnographic research means that the researcher will have to
- (1) distribute questionnaires to participants
  - (2) study artefacts and publications
  - (3) conduct focus group interviews
  - (4) live amongst people to observe their behaviour
- Q14 How many of the following statements are true? Models
- (a) provide simplified information on a complex phenomenon
  - (b) can fulfil predictive functions
  - (c) can fulfil control functions
  - (d) can simulate the relationship between concepts
- (1) Two
  - (2) None
  - (3) Three
  - (4) Four
- Q15 There are specific instances where one pays more attention to what we say, how we say it and how we come across. In order to make a good impression, one will not use slang during \_\_\_\_\_ communication
- (1) intentional
  - (2) formal
  - (3) *informal*
  - (4) unintentional
- Q16 With participatory research, the researcher
- (1) uses semi-structured questionnaires
  - (2) conducts interviews with participants
  - (3) actively takes part in activities of the participants
  - (4) analyses magazines and newspapers

Q17 Consider the list below and identify the characteristic(s) which relate to the technical view of communication

From a technical point of view communication can be regarded as

- (a) a concern for accuracy, clarity, efficiency of communication
- (b) the concentration on tools that improve efficient communication
- (c) a linear sequence of events
- (d) the transmission of messages from one person to another

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

Q18 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
- (2) a d
- (3) a b
- (4) d

Q19 External noise is when

- (1) thoughts and feelings distract your attention
- (2) you have a headache which interferes with communication
- (3) different meanings for words are not mutually understood
- (4) stimuli in the environment distract your attention

Q20 The communication model of Lasswell can be regarded as a \_\_\_\_\_ model of communication

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

- Q21 Theorists who adopt a \_\_\_\_\_ view of communication concentrate on improving the transmission process
- (1) circular
  - (2) meaning-centered
  - (3) transactional
  - (4) technical
- Q22 The suggestion that the communicator and recipient take turns to interpret messages is a limitation of the communication model of
- (1) Schramm
  - (2) Lasswell
  - (3) Schultz
  - (4) Shannon and Weaver
- Q23 The most important characteristic of the transactional model of communication which differentiates it from any other model of communication is that with the transactional model
- (a) there is a one-way flow of information
  - (b) there is no feedback
  - (c) participants are simultaneously negotiating meaning
  - (d) communication is seen within the context of a relationship
- (1) a d
  - (2) a b
  - (3) c
  - (4) c d
- Q24 The communication model of Lasswell was mainly concerned with
- (1) content/meaning
  - (2) a transaction
  - (3) a relationship
  - (4) the channel
- Q25 Which communication model has also been labelled as a technical model?
- (1) Lasswell's communication model
  - (2) Shannon and Weaver's communication model
  - (3) Schramm's communication model
  - (4) The transactional model

Q26 Select the option that supports the following statement best

Communication becomes a transaction when ..

- (1) meaning of a message is negotiated
- (2) feedback is provided
- (3) communicator and recipient take turns to interpret messages
- (4) messages are clear

Q27 Consider the statement below and identify the communication theorist or theorists with whom this statement can be associated.

*The effect of a message should be that the recipient should be persuaded to adopt a particular view*

- (1) Schramm
- (2) Lasswell
- (3) Shannon and Weaver
- (4) Schultz

Q28 When transforming ideas in the mind into verbal and non-verbal signs before transmitting them, is known as

- (1) a sign
- (2) decoding
- (3) a code
- (4) encoding

Q29 Messages contain different types of meaning. Social and personal meanings assist in interpreting messages correctly. Your interpretation of the content level of a specific message is influenced by your

- (1) meaning
- (2) interpretation
- (3) frame of reference
- (4) channel

Q30 Which of the following gives communication its dynamic nature and ensures that it is not a linear process?

- (1) Feedback
- (2) Context
- (3) Cultural context
- (4) Frame of reference

- Q31 The main focus of the communication model of Shannon and Weaver was on the
- (1) content
  - (2) channel
  - (3) understanding
  - (4) dynamic interaction
- Q32 Identify the theorist(s) whose communication model can be regarded as describing mass communication as well as the effective use of communication channels
- (1) Schutz
  - (2) Shannon and Weaver
  - (3) Schramm
  - (4) Lasswell
- Q33 Identify the theorists whose communication models depict a sequential process by defining each of the communication components
- (1) Schultz and Lasswell
  - (2) Lasswell, and Shannon and Weaver
  - (3) Lasswell and Schramm
  - (4) Schramm, and Shannon and Weaver
- Q34 The concern of what happens in the mind during message production and reception, relates to
- (1) symbolic interaction
  - (2) cybernetics
  - (3) cognitive theories
  - (4) social and cultural reality
- Q35 Consider the options below and identify the field of study to which the following characteristics are applicable
- Studying people's perception and interpretation of objects and events from their subjective experiences is the essence of*
- (1) pheneomenology
  - (2) hermeneutics
  - (3) critical theory
  - (4) cognitive theories
- Q36 How information is produced and shared is a function of
- (1) message production and reception
  - (2) cybernetics
  - (3) semiotics
  - (4) the system theory

- Q37 The manner in which social conditions influence the way people interpret their circumstances, relates to the \_\_\_\_\_ theory
- (1) critical
  - (2) message production and reception
  - (3) social and cultural reality
  - (4) systems
- Q38 If you read the latest book of your most favourite author you are part of the audience
- (1) mass media
  - (2) public-speaking
  - (3) interpersonal
  - (4) intrapersonal
- Q39 Politicians will now start visiting constituencies in order to influence people to vote for them in the upcoming elections. When these people address a group of local people, the \_\_\_\_\_ context of communication is applicable
- (1) mass
  - (2) public speaking
  - (3) small-group
  - (4) personal
- Q40 The description of how we see and hear that which we want to hear and see is known as
- (1) selective attention
  - (2) perceptual interpretation
  - (3) selective exposure
  - (4) perceptual organisation
- Q41 Your son brings a friend home for the holiday. When you do their washing, you discover a roll of duck tape, a bolt cutter and a small plastic pistol in the friend's duffle bag. You are immediately upset and conclude that the youngsters are up to some criminal activity. Later the evening you decide to phone the friend's mom and inform her of the discovery. Great was your relief when she told you that equipment is her son's lucky charms since he could handle them and they go wherever he goes.
- The inaccuracy of your perception was rectified by
- (1) improved interpretation
  - (2) consensus
  - (3) frame of reference
  - (4) multisensory cross-check

- Q42 When listening to the content level and relational levels of messages, we demonstrate
- (1) sensing and attending
  - (2) understanding
  - (3) interactive listening
  - (4) interpretation
- Q43 You are invited to attend an interview in order to be considered for promotion. You are quite nervous because the invitation came unexpectedly. You listen with attention to gather as much information as possible.
- This type of listening is known as
- (1) listening for enjoyment
  - (2) comprehensive listening
  - (3) conversational listening
  - (4) reflective listening
- Q44 In view of the upcoming general election, a number of politicians are touring the country and delivering speeches in an attempt to win votes. You decide to attend such rally and hear what the speaker has to say.
- What type of listening will you be exercising?
- (1) Empathetic listening
  - (2) Conversational listening
  - (3) Critical listening
  - (4) Reflective listening
- Q45 When exercising reflective listening, we purposefully concentrate on
- (1) feelings
  - (2) the relational level
  - (3) the content level
  - (4) verbal and non-verbal communication
- Q46 When we meet new people, we usually smile on introduction and say something like "Pleased to meet you." The function of our non-verbal communication thus \_\_\_\_\_ our verbal message
- (1) reinforces
  - (2) accentuates
  - (3) regulates
  - (4) complements

Q47 Colour can stimulate physical and emotional responses and the colour of clothing worn not only reflects our personal appearance, but can thus demonstrate your mood. Consider the list below and identify the colour which (according to research done by Verderber and Verderber 2002 in Steinberg 2007 105) projects serenity, calmness and peace.

- (1) Blue
- (2) Yellow
- (3) Green
- (4) Orange

Q48 My manager was involved in a hectic debate with someone and I had to draw his attention. I could not catch his eye so I walked up to him and touched him by the elbow.

This form of nonverbal communication is known as

- (1) chronemics
- (2) proxemics
- (3) haptics
- (4) kinesics

Q49 How many of the following options are correct?

Paralanguage

- (a) sometimes makes the interpretation of verbal messages more difficult
  - (b) includes the laughter of children playing a game
  - (c) can help us understand the relational information in a message
  - (d) can convey a message even when no words are used
- (1) None
  - (2) Two
  - (3) Three
  - (4) Four

Q50 Sabihah is new in our office and has recently moved up from Durban. She asks for directions on how to get to Silverton in Pretoria. I explain "Right, you go down Church Street, right? Go all the way down, right? At the bottom you will have see a split in the road and you will have to go left, right?"

My continuous use of the word "right" is referred to as

- (a) vocal characteristics
- (b) vocal interference
- (c) paralinguistics
- (d) an emoticon

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

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**TOTAL 50**

PART 1 (GENERAL/ALGEMEEN) DEEL 1

STUDY UNIT (e.g. PSY100 X)  
STUDIE EENHEID (bv. PSY100 X)

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PAPER NUMBER  
VRAESTELNOMMER

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STUDENT NUMBER  
STUDENTENOMMER

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e3	e3	e3	e3	e3	e3	e3	e3	e3	e3
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e8	e8	e8	e8	e8	e8	e8	e8	e8	e8
e9	e9	e9	e9	e9	e9	e9	e9	e9	e9

INITIALS AND SURNAME  
VOORLETTERS EN VAN

DATE OF EXAMINATION  
DATUM VAN EKSAMEN

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

UNIQUE PAPER NO  
UNIEKE VRAESTEL NR

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e9	e9	e9	e9	e9	e9

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 VRFSTREK 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	e1	e2	e3	e4	e5	36	e1	e2	e3	e4	e5	71	e1	e2	e3	e4	e5	106	e1	e2	e3	e4	e5
2	e1	e2	e3	e4	e5	37	e1	e2	e3	e4	e5	72	e1	e2	e3	e4	e5	107	e1	e2	e3	e4	e5
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8	e1	e2	e3	e4	e5	43	e1	e2	e3	e4	e5	78	e1	e2	e3	e4	e5	113	e1	e2	e3	e4	e5
9	e1	e2	e3	e4	e5	44	e1	e2	e3	e4	e5	79	e1	e2	e3	e4	e5	114	e1	e2	e3	e4	e5
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31	e1	e2	e3	e4	e5	66	e1	e2	e3	e4	e5	101	e1	e2	e3	e4	e5	136	e1	e2	e3	e4	e5
32	e1	e2	e3	e4	e5	67	e1	e2	e3	e4	e5	102	e1	e2	e3	e4	e5	137	e1	e2	e3	e4	e5
33	e1	e2	e3	e4	e5	68	e1	e2	e3	e4	e5	103	e1	e2	e3	e4	e5	138	e1	e2	e3	e4	e5
34	e1	e2	e3	e4	e5	69	e1	e2	e3	e4	e5	104	e1	e2	e3	e4	e5	139	e1	e2	e3	e4	e5
35	e1	e2	e3	e4	e5	70	e1	e2	e3	e4	e5	105	e1	e2	e3	e4	e5	140	e1	e2	e3	e4	e5

Specimen only

## MARK READING SHEET INSTRUCTIONS

Your mark reading sheet is marked by computer and should therefore be filled in thoroughly and correctly

### USE ONLY AN HB PENCIL TO COMPLETE YOUR MARK READING SHEET

*PLEASE DO NOT FOLD OR DAMAGE YOUR MARK READING SHEET*

Consult the illustration of a mark reading sheet on the reverse of this page and follow the instructions step by step when working on your sheet

Instruction numbers ① to ⑩ refer to spaces on your mark reading sheet which you should fill in as follows

- ① Write your paper code in these eight squares, for instance

P	S	Y	1	0	0	-	X
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- ② The paper number pertains only to first-level courses consisting of two papers

WRITE 

0	1
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 for the first paper and 

0	2
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 for the second. If only one paper, then leave blank

- ③ Fill in your initials and surname
- ④ Fill in the date of the examination
- ⑤ Fill in the name of the examination centre
- ⑥ WRITE the digits of your student number HORIZONTALLY (from left to right). Begin by filling in the first digit of your student number in the first square on the left, then fill in the other digits, each one in a separate square
- ⑦ In each vertical column mark the digit that corresponds to the digit in your student number as follows [-]
- ⑧ WRITE your unique paper number HORIZONTALLY  
NB Your unique paper number appears at the top of your examination paper and consists only of digits (e.g. 403326)
- ⑨ In each vertical column mark the digit that corresponds to the digit number in your unique paper number as follows [-]
- ⑩ Question numbers 1 to 140 indicate corresponding question numbers in your examination paper. The five spaces with digits 1 to 5 next to each question number indicate an alternative answer to each question. The spaces of which the number correspond to the answer you have chosen for each question and should be marked as follows [-]

◆ For official use by the invigilator. Do not fill in any information here