

CANDIDATE'S NUMBER

DO NOT WRITE YOUR NAME ANYWHERE ON THIS EXAM PAPER

UNIVERSITY OF DAR ES SALAAM

CL 106 End of Semester I Exam, 20th February 2018

GENERAL

PROGRAMME _____

SUBJECT OF EXAMINATION

CL 106

PAPER

COMMUNICATION SKILLS

YEAR OF STUDY

1ST YEAR

Q	I.E	E.E.
1		
2		
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9		
Total		

INSTRUCTIONS TO CANDIDATES

1. Time allocated for this exam is 3 Hours.
2. This paper consists of two sections: A: (30%), B: (30%).
3. Follow the instructions given for each question carefully.
4. All answers must be written on this question paper. No loose sheets will be accepted.
5. In no circumstances must questions papers, used or unused, be removed from the examination room by a candidate.
6. Candidates who finish the examination before the time allocated are not allowed to leave the examination room. They must remain seated until time is over.
7. Mobile phones are not allowed into the examination room.
8. This examination paper consists of 10 printed pages.

Insert here the numbers of the Questions you have attempted.

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SECTION A

1. Choose the **most appropriate** answer from the choices given, and write the letter of this answer in the box provided at the end of question (x). (5 marks)
 - i) What makes human communication unique from all communication by other animals is that humans can:
 - a) give meaningful sounds.
 - b) use non-verbal communication.
 - c) transact through speech.
 - d) complete the communication cycle.
 - e) apologise if they cause offence to others.
 - ii) Communication is said to be ineffective if it:
 - a) fails to arrive at the desired destination.
 - b) fails to arouse the emotions of the receiver.
 - c) does not get any meaningful feedback.
 - d) does not achieve the intended purpose.
 - e) all the above.
 - iii) The grapevine is not a totally useless informal route of communication because:
 - a) it informs management about all underground communication.
 - b) collegiality is enhanced between workers if they talk at all.
 - c) gossip and rumours can be corrected to get true information.
 - d) not everybody is allowed to make a contribution in meetings.
 - e) when there is an information vacuum, people must communicate.
 - iv) A good leader is said to be emotionally intelligent; if she/he does not:
 - a) communicate without using enough intelligence, hence offend everybody
 - b) overlook the feelings of those she/he is leading.
 - c) communicate emotions to her/his audience.
 - d) communicate sympathetically rather than empathetically
 - e) misunderstand the contribution of psychological barriers in communication.
 - v) Considering all forms of communication, the most important contribution of non-verbal communication is that:
 - a) it gives away any secrets that the communicating individuals might be hiding.
 - b) mannerisms are not uniform, and individuals can take advantage of this fact.
 - c) it is unplanned, so what is communicated becomes more genuine.
 - d) it gives people who have a talking disability the opportunity to communicate.
 - e) it regulates verbal communication, as it carries the attitude of the speaker.
 - vi) When two lovers are expressing intimate relationship by embracing one another, they are said to use which form of non-verbal communication?
 - a) Haptics
 - b) Chronemics
 - c) Proxemics
 - d) Oculesics
 - e) Intimatics

vii) Listening is a more important form of communication compared to speaking, writing and reading because:

- hearing cannot be controlled, so we keep on hearing even if we do not want to.
- we have two ears and one mouth, so we tend to listen twice as much as we talk.
- 'if you want to listen, stop talking'.
- thought speed is faster than speech speed.
- we are influenced most by what we hear than what we get through other channels.

viii) The following could all be considered signs of nervousness when one is giving a public presentation, except one. Which one?

- Paying too much attention to body disorders, e.g. dry lips, trembling hands, churning stomach
- Openly admitting that one is feeling a bit nervous, and even giving reasons
- Apologising for having been given short notice to prepare
- Asking the audience how one is fairing, and employing humour to ease tension
- Pausing a few moments to easen up before one starts

ix) If we develop the habit of reading in jerks (phrase reading) and employ fixations in-between jerks rather than focusing on every individual word, we become more efficient readers because:

- only about half of a text could be useful content
- reading too slowly might interfere with comprehension
- if you read every word you are likely to vocalise
- meaning is normally contained in longer stretches of text than single words
- all the above.

x) It is very important to locate the thesis sentence in a text because this is the sentence that:

- states the main idea that is covered in a text.
- appears in the introductory paragraph.
- tells us the intention of the author.
- all topic sentences make reference to.
- summarises the attitude of the author.

i)	ii)	iii)	iv)	v)	vi)	vii)	viii)	ix)	x)

2. Provide the best concept, as defined by the explanation given. Only **one word** is required.
(5 marks)

	Explanation	Concept
i)	A bad reading habit in which the reader whispers the words in the text as he or she keeps reading.	
ii)	An active form of behaviour in which individuals attempt to maximise their attention to and comprehension of what is being communicated to them through the use of words, by people in their immediate environment.	
iii)	The imparting or interchange of thoughts, opinions, or information by speech, writing, or signs.	
iv)	The deliberate or unintentional use of objects, actions, sounds, time and space so as to arouse meaning in others.	

v)	The study of the meanings communicated by the use of space and distance.	
vi)	A physical setting or a socio-cultural situation in which communication takes place.	
vii)	An outcome of communication in which the source's intended meanings are met with the destination's unintended interpretation.	
viii)	A spontaneous, unrehearsed method of presenting a speech.	
ix)	The message provided in an ongoing manner by a receiver in response to a message being transmitted by a source.	
x)	The complex social/informal pathways within an organisation through which information messages are transmitted by word of mouth.	

3. This question deals with two of the important routes of communication. For each of the two routes, you are required to give its definition (what it is), types (its forms) its advantages, and its disadvantages. Be brief. **(10 marks)**

	Upward Communication	The Grapevine
Definition		
Types	1..... 2.....	1..... 2.....
Potential Benefits	1..... 2.....	1..... 2.....
Potential Problems	1..... 2.....	1..... 2.....

4. In each of the following group of words, there is one word which does not fit in very well with the rest of the group. Identify this word and write it on the dotted lines. **(5 marks)**

- a) medium, route, channel, outlet, message
- b) source, speaker, encoder, sender, initiator
- c) upward, grapevine, downward, horizontal, diagonal
- d) sympathetic, appreciative, therapeutic, critical, comprehensive
- e) gestures, kinesics, mannerisms, posture, signals
- f) speed, volume, pauses, pitch, rhythm
- g) scanning, skimming, surveying, assessing, reading
- h) rehearsed, memorised, manuscript, spontaneous, audience
- i) skim, question, scan, inspect, regress
- j) courtesy, consideration, politeness, concern, calmness

5. Each of the statements that follow is either true or false. In the boxes at the end of this question write **T** if the statement is true, or **F** if the statement is false. (5 marks)
- During reading, unlike writing, jargon, which is specialised language, cannot be avoided although some of it can be ignored without causing too much harm.
 - When one cannot identify and manage her/his own emotions and the emotions of others, she/he is said to be emotionally intelligently dead.
 - Making 'educated guesses' is related to making inferences; hence, it is restricted to reading ability.
 - One of the requirements of writing is 'consideration'. This takes into account the question of courtesy, which is to avoid putting oneself emotionally in the shoes of the receiver of the message.
 - Complaint letters should sound a bit harsh because the receiver should be made to understand that you are serious and not joking when it comes to serious business transaction.
 - Paralanguage is the use of one's voice to alter the meaning of words by changing the voice qualities.
 - Physical appearance of a speaker is too personal; it should not be taken seriously as a factor that influences how the audience 'relates' to the speaker.
 - The grapevine can be very damaging if relied upon as one of the sources of information in organisational communication.
 - Selective perception happens because, in part, while decoding the message, most receivers protect their own interests and expectations.
 - The speed of thought is so much higher than the speed of speech; that is why listeners' minds sometimes wander.

a)	b)	c)	d)	e)	f)	g)	h)	i)	j)

SECTION B:

6. Read the following passage then answer the questions that follow it. (7.5 marks)

- 1 In addition to these formal channels of communication, there exists in every organisation an informal channel, often called the grapevine, that does not arise out of the organisational needs, but that is, nevertheless, an integral part of its communication system. Rumours that are all the time spreading in any organisation follow the
- 5 grapevine. It follows no setlines, nor any definite rules, but spreads, like the grapevine, in any direction, anywhere, and spreads fast.

- 10 It is quite natural for a group of people working together to be interested in one another and talk about appointments, promotions, retrenchments, or even domestic affairs like the estranged relations of an employee with his wife or her husband, or the romantic relationship with another. Information on these matters is supposed to be secret. But some people derive great pleasure from the leaders who control the grapevine. When one of them comes across any grapevine, in a very mysterious manner, he whispers it to another person warning him to keep the information secret. The second person, just

- 15 because he has been specifically instructed to keep it secret, does not feel happy till he has whispered it into the ears of at least five other persons, in his turn warning them to keep it secret. Soon this top secret has reached everybody. All the same, this informal type of communication can be exploited by management in many useful ways.

(Source: Jain, A. K., Bhatia, P., & Sheikh, A. M. (2001). *Professional Communication Skills* (pp. 373-374). New Delhi: S. Chand Publishers).

Questions

- i) The words 'in addition' in sentence No.1 indicate that there is a missing paragraph that is supposed to come before. What could this missing paragraph be all about. (1 mark)

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- ii) Using your knowledge of 'reference' and/or 'inference' complete the following matrix. You don't need to write in full sentences (2.5 marks)

Line No.	item/word	refers to...
3	The word 'that', in the phrase 'but that is'	
5	it	
7	it	
10	another	
12	them	

- iii) Write a thesis sentence/statement to this passage. (1 mark).....

.....

- iv) Write the topic sentence of the first (missing) paragraph. (1 mark).....

.....

- v) Suppose the author of the passage was to add a new paragraph after line 17, write the topic sentence of such paragraph. (2 marks)

.....

7. Read the passage in the box to the left, and write notes in the box to the right (based on the passage) using a tree diagram. Ensure conciseness, layout and brevity. (5.5 marks)

It is very important to consider the five basic elements of the communication process. These are: source, message, channel, receiver, and feedback. The **source** is the initiator or originator of a message – also called the sender. The source can be an individual, an organisation, a department, or government ministry. **Message** refers to the content of communication. The message can either be verbal or non-verbal. The **channel** is the path or medium through which the message passes. Examples of common channels include: written, oral, visual, and audio-visual. The **receiver** is the one for whom the message is intended; in other words, the audience. The audience can be one person or a group. **Feedback** is the response of the receiver to the sender's message. The receiver can respond verbally, or by taking action, or just ignoring the message.

8. In each of the sentences below, one of the rules that characterise academic writing has been broken. At (a) write which of the '7Cs' is involved (e.g. Correctness, Courtesy, etc.; and at (b) rewrite the sentence more appropriately. Don't change the meaning. (10 marks)

i) We shall have our next exam at the end of the month; that is on 30th February 2018.

a)

b)

ii) A nurse has a very important contribution. She is a great help to the doctor.

a)

b)

iii) Ali is a first year student. Ali always studies hard, for his future.

a)

b)

iv) I really enjoyed our conversation, I wish we could talk more often.

a)

b)

- v) The Chinese contractors who are building our library put on helmets for safety.
- a)
- b)
- vi) You have been riding your bicycle without wearing a helmet; this is foolish.
- a)
- b)
- vii) The party starts at 6:00 p.m.; please come early, don't be late.
- a)
- b)
- viii) She is an extremely intelligent black woman.
- a)
- b)
- ix) Sir, I am the student who you wanted me to come.
- a)
- b)
- x) You have totally failed your exam; I expected it.
- a)
- b)

9. The following paragraph is the main content of a letter sent by a customer to Mlimani City, Customer Care Department. Read it carefully and answer the questions that follow. Don't write outside the space given. (7 marks)

This smart phone I bought from you the other day is faulty, and I have not been disappointed like this all my life. During these times of economic hardship, we are working night and day to earn a salary which is not even enough to meet our basic needs. Now we come to you for service, and this is what you decide to do to us – your customers! As a university student (have you been to a university?), I had to buy this expensive phone so that I could download not only important but also essential material for my studies. I hope you will take necessary steps before I take another action.

- a) What type of letter is this?
- b) Comment on the following aspects of the letter.

i) Tone:

Copy the words that justify your answer in (i) above.

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ii) Helpfulness:
.....

iii) Courtesy:
.....

iv) Positiveness:
.....

v) Relevance:
.....