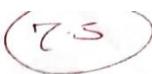
CENTRE FOR COMMUNICATION STUDIES

CL 111 - TEST ONE-DECEMBER 2022

TIME: 45 Minutes (



Answer all questions in the spaces provided

1. Indicate the type of organizational communication pattern that is described by each of the following communication contexts (5 marks)

	nunication contexts (5 marks) Statement	Route
S/N i)	Heads of accounting department from different UDSM colleges exchanging	Horizontal communica
ii)	The management has decided to sack one of the workers in Education	Committee
,	department. The information reaches to other workers even before it is	Chopy
iii)	A notice pinned on the wall to warn people of the possibility of an	
v)	The Head of Department shares sensitive information with the VC without routing it to the school dean	Horizontal ammunic
()	The Safety Department circulates a manual to workers about how to operate a fire extinguisher	Downwards womminion
	A secretary overhears the conversation among the top management and shares the information with a colleague in another department	Grapevine communication
i)	The class representative investigates a matter in the seminar sessions and	Upwards wommen
- 1	submits a formal report to the Course Coordinator	
i)	The Principal (MUCE) visits Main Campus and on his way back, she cans a meeting with her management team about the techniques of improving	Vertical commun
1	The Principal (COAF) sends an email to the Principal (COET) asking whether COAF students are undertaking workshop training	Hon rontal commun
1	the management communicates to the newly employed staff about their job escription and performance standards	Downward commo

2. The following expressions indicate different functions of nonverbal communication. What function/role does each of the expression serve? (2.5 marks)

S/N	the expression serve? (2.5 marks) Explanation	Role/Function
i)	n " I I al abandile coving flicten to me' andensky	This chows that person in
ii)	A student is about to make an oral presentation to the class, despite his	Hung to hide his peter
iii)	The supervisor who, when asked a question by all employee, really	did not bear what you
iv)	The CEO congratulates her workers through writing and offering hugs and gifts to the workers.	party he his business
v)	The child whose eyes are downcast and shoulders are rounded as she says, 'I am sorry for breaking the cup'.	The child signify

vi)	A chairperson in a meeting is using eye contact or hand gesture to indicate whose turn it is to speak	giving instruction
vii)	When one hugs you instead of saying thank you fully.	Is very happy of
iii)	The little boy hides behind his mother as he says, 'I am not afraid of the dog'	The boy to is appoint but from the frame
x)	The company's CEO receives the guest of honour with a smile and with an exciting tone says. 'I am pleased to meet you'	happy to see tom (
0	The teacher asks a question and fails to wait for a response and moves to the next point	Shows that teacher is in senous and lack of pahi
Prov	vide a technical term associated with each of the following explanations/expre	/
N.	Explanation	Term
)	Fear of public speaking	glassophobia
)	A process of interpreting a received information	7
i)	A form of presentation that an environmental engineer can use during a presentation on environmental impact assessment in a tendering board	visual and commu
()	Communication through distance and space	O(a viewsia / a annu
)	An emotionally charged audience that is not ready to listen or understand a presenter	Modile audience
i)	A form of speech delivered without paying close attention to a written note	/
i)	Repetition of words or phrases during communication	Impromptu Extempor
ii)	A level of communication where a person can be making a self-meditation	Intrapersonal communications
()	A state in writing process where one is totally stuck in the process	1
,	A speech meant to persuade people change behaviour or attitudes towards something	Persuasive speech
Jnin Tle	ime you having been asked to make a presentation about investment Web I ing audience types will influence your presentation. (4.5 Marks) informed audience presentation should be clear and also easy worded because may be sey don't know anything a make him we and define and worder. Tem: stile audience ying to make presentation to funny to stem.	s should be bout heb Design
	o be able to listen	S will make ju
h	formed audience are informed hence the presentation or Their level of understanding if They know the mountain the mountain to their know the mountains hence presenting according to their knowledge	