



PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY
DEPARTMENT OF COMMUNICATION & DEVELOPMENT STUDIES
CD 113 COMMUNICATION & DEVELOPMENT COMMUNICATION
SEMESTER 1 EXAMINATION

DATE: Monday 22nd June 2020 **TIME:** 12:50 am – 3:50 am **VENUE:** CD 203, CD 205, & CD 207

MARKS: 100

WEIGHTING: 40%

INSTRUCTIONS:

1. Write your Student ID No., Name, Course of Study & Year of Study (eg. BACD 1), and Lecturer's Name on the ANSWER BOOKLET. DO IT NOW!
2. You have 10 minutes reading time and 3 **Hours** to do the **EXAM**.
3. There are **4 PARTS** with **8 QUESTIONS** in this exam. You are required to answer **ALL** questions. The marks are indicated next to each question. Write ALL answers to the questions in the ANSWER BOOKLET provided. No additional material will be attached to the answer booklet.
4. **NO ELECTRONIC DEVICES, MOBILE PHONES and BAGS** are allowed in the room. ONLY your stationery (i.e. ruler, biros) is allowed. Place your ID card next to you to be checked by the Exam Invigilator.
5. **RULE a line** through any mistakes; correction fluid is not allowed. No additional papers will be provided; you are to use the blank side of the exam sheets for rough work.
6. Check that you have **pages numbered 1 to 5 on your Exam Paper**. The Exam contents are as follows:

PART	QUESTIONS	Score
A – Defining & Matching	1	20
B – Short-Answers	5	20
C – Filling-in Blanks	1	45
D – Essay Writing	1	15
	TOTAL	100

SUBJECT EXAMINER: MRS LUCY MAINO

PART A – DEFINING AND MATCHING (20 MARKS)

Match the definitions in Column B with the terms in Column A. Write the letter of the definition in Column B next to the number given to the concept corresponding with the definition.

Column A		Column B
1	Outcome	a) refers to body movements and posture
2	Perception	b) spoken (language) part of communication
3	Horn effect	c) systems that rely on communication to exist
4	Encoding	d) observable end result or a consequence from an action
5	Attribution	e) Moral guidelines used in making decisions which are ethically right
6	Saliency	f) Perceived effect that occurs when initial negative impressions lead us to view later interactions as negative.
7	Non-verbal communication	g) Back-stabbing and inappropriate jokes
8	Ethical Codes	h) influence to behavior of employees in an organization
9	Organizations	i) purposeful effort in generating shared meaning using verbal and non-verbal symbols, and in multiple contexts
10	Organizational Communication	j) process of turning communication into thoughts
11	Communication	k) simplify the process by providing a visual representation of the various aspects of a communication encounter
12	Intrapersonal Communication	l) Euphemism and lying
13	Destructive Communication	m) Unspoken (written & graphic) part of communication
14	Verbal communication	n) Process in which we assign meaning to our experiences using mental structures known as schemata.
15	Code of conduct	o) Process of selecting, organizing and interpreting information.
16	Kinesics	p) what one is known for, or acknowledged for
17	Decoding	q) silent conversations we have with ourselves
18	Deceptive Communication	r) focuses on building relationships & interacting with internal organizational members & interested external publics
19	Communication Models	s) process of turning thoughts into communication
20	Interpretation	t) degree to which something attracts our attention in a particular context.

PART B: SHORT ANSWER QUESTIONS (20 MARKS)

(Provide brief answers for the following questions)

1. What are the attributes of an ethical communicator? (3 marks)
2. How do we know if a communication plan will achieve its desired outcomes or objectives? (6 marks)
3. Listening is important in effective communication, especially good listening practices. Name three bad listening practices that one should avoid, as they do not facilitate effective communication (3 marks)
4. Why do perception gaps occur in communication? (2 marks)
5. What are the six main elements of a communication process? (6 marks)

PART C: Filling-in Blanks (45 MARKS)

(Select words from the Word List below to complete the following paragraphs. Write the selected word next to the number corresponding with the correct blank space on your ANSWER BOOKLET)

Communication is the process of (1) _____ from a sender to a receiver with the use of a (2) _____ in which the communicated information is understood by both sender and receiver. It is a process that allows organisms to (3) _____ information by several methods. Hence, communication is the essence of (4) _____ and learning. The nature of communication is dependent on (5) _____ between two or more individuals and understanding is (6) _____ through that communication.

Perception is the (7) _____, interpreting, (8) _____ and (9) _____ of (10) _____. Perception's effect on the (11) _____ process is all about how the (12) _____ message can be (13) _____ differently by different people. Essentially, our perceptions are influenced by (14) _____, (15) _____ and (16) _____. Therefore, in order to communicate effectively, it is important not to (17) _____ an individual by just the first impression(s) of the person. This is because people can filter out certain information to bring into line with their own (18) _____, (19) _____ and (20) _____.

Language helps us (21) _____ observations, thoughts, feelings and needs. It expresses our (22) _____ through labels used by and on us, affects our (23) _____ based on how we support our ideas, serves as a (24) _____, and performs actions when spoken by certain people in certain contexts. Language is (25) _____, meaning it is always changing through the addition of neologisms, new words or old words with new (26) _____, and the creation of slang. Language is (27) _____ and can be used to bring people together through a (28) _____ but can separate people through unsupportive and divisive messages.

Ethical communication is (29) _____ rather than (30) _____. It is a style of communication where people seek to build a (31) _____ and focus on doing what they can for the organization rather than aiming for their own professional advancement. Communication is ethical when it is (32) _____, (33) _____ and (34) _____. Communication that is intended to conceal the truth or harm another person is not (35) _____. While ethics are not the same as morals, there is a strong relationship between the two: morals are (36) _____ of what is right and wrong, while ethics are (37) _____ influenced by moral beliefs. The ethics of communication are therefore strongly influenced by (38) _____.

Organizational communication (OC) is defined as “(39) _____ about the work from organization to employees and through employees. It is the process whereby members gather pertinent information about their (40) _____ and the (41) _____ occurring within it. Organizational communication’s primary objective is to (42) _____ the workforce about their tasks and the policy issues of the organization. It (OC) is also aimed at (43) _____ a community within an organization. Communication is considered to be (44) _____ for the effective implementation of (45) _____, hence the significance of organizational communication.

Word List:

Interaction	Information	Communication
honest	consensus	credibility
medium	beliefs	interpreted
moral principles	transferring information	ethical
organizational change	cooperative	shared reality
judgments	same	learned elements
exchange	environmental elements	judge
relational	thoughts	upfront
human interaction	organization	organizing
constructed	selecting	express
goal-oriented	status-oriented	behavioral principles
processing	physical elements	identities
means of control	dynamic	meaning
ideas	transmitting news	inform
constructing	vital	changes

PART D: Write a 2 - 3 page essay.

(15 MARKS)

Communication plans need to be based on a clear goal or 'desired outcome' to be effective. An effective communication plan gives specific attention to audience, messages and tactics that give information about the type, size and the location of the audience and the way they prefer to get their information.

INSTRUCTIONS:

Develop a Communication Plan to carry out an **Awareness Campaign on the importance of the upcoming LLG (Local Level Government) Elections** in August this year. **Use the "5W" model given below to help you plan your awareness campaign.**

The Principle of Managing Change in an Organization: **"Five Ws"**:

1. **Who** should be told – all who needs to be told should be told.
2. **When** should they be told – time to convey message be given careful thought
3. **What** should they be told – message related to the issue to be concise
4. **Where** should the message be conveyed – choose the most effective medium.
5. **Who** should control the communications process – the most appropriate person depending on the subject.

END OF EXAM