



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION : BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE: 07BCMM</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: COM511S</b>	<b>COURSE NAME: INTRODUCTION TO COMMUNICATION</b>
<b>SESSION: JUNE 2024</b>	<b>PAPER: THEORY (PAPER 1)</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	DR M. MHENE MS S. N. NEPANDO
<b>MODERATOR:</b>	<b>MS A.NGHIKEMBUA</b>

<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. This is an essay- based examination</li><li>2. Your essay must not be more than 600 words.</li><li>3. Answer <u>TWO</u> questions.</li><li>4. Read all the questions carefully before answering.</li><li>5. Number the answers clearly.</li><li>6. Mistakes in grammar and spelling will be penalised.</li></ol>	

**THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)**

Answer any two (2) of the following questions:

**Question 1**

**(50 Marks)**

"Communication satisfies a personal or social need which then makes us behave in a certain way. In light of the above statement, write an essay in which you discuss the purposes of communication. Give concrete examples to support your answer.

**Question 2**

**(50 Marks)**

"Our communication with ourselves depends largely on the way we perceive the world around us. We are constantly worrying about what is happening around us, constantly involved in planning, dreaming, and thinking." In light of the above statement, write an essay about the four inner "selves" to describe who and what we think we are. Provide concrete examples based on each "self".

**Question 3**

**(50 Marks)**

"We have learned that communication is a process. If something goes wrong in the process, there is bound to be misunderstanding or communication breakdown." In light of the above statement, write an essay describing barriers that prevent communication from happening successfully. Remember to provide tangible examples associated with your barriers.

**Question 4**

**(50 Marks)**

"Individuals have sets of needs that motivate their communication and responses to messages." With the aid of a relevant diagram, identify and explain each of Maslow's five hierarchies of needs. Give examples to support your answer.

**END OF QUESTION PAPER**