



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF HUMAN SCIENCES**

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 5
COURSE CODE: ICO511S	COURSE NAME: INTRODUCTION TO COMMUNICATION 1A
SESSION: JULY 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SUPPLEMENTARY/SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR M. MHENE MR P. PAULUS
MODERATOR:	DR R. MAKAMANI

INSTRUCTIONS	
1. Answer ALL questions. 2. Write clearly and neatly. 3. Number the answers clearly.	

PERMISSIBLE MATERIALS

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

Answer ALL the questions

Question 1

(25 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 examples to support your answer.

Question 2

(25 marks)

Write an essay in which you explain (by way of relevant examples) at least five categories of communication barriers that hamper the smooth flow of messages from the sender to the receiver and vice versa.

Question 3

(25 marks)

The concept of "self-talk" or "self-concept" is referred to as intrapersonal communication. Write an essay on the concept of intrapersonal communication. Paying special attention to the following:

- (a) The many "selves" people have
- (b) Self –concept
- (c) The two theories of self-concept
- (d) Improving one's self-concept.

Concrete examples will be rewarded.

End of question paper