



"Investing in Africa's Future"

**COLLEGE OF SOCIAL SCIENCES THEOLOGY HUMANITIES AND
EDUCATION
Humanities Department**

HCS 102: COMMUNICATION SKILLS 1A

END OF 1st SEMESTER FINAL EXAMINATIONS

NOVEMBER 2017

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DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **ONE** question from **Section A** (Academic Writing)
2. Answer **ALL** questions from **Section B** (Reading Comprehension)
3. Answer **ONE** question from **Section C** (Communication in Organisations)
4. Write legibly.

SECTION A: WRITING [20 MARKS]

Instructions

- a) Choose **one** question from the following and write an essay on it.
 - b) Credit will be given for good expression, organisation and originality.
 - c) Write legibly.
1. Discuss any three contexts of communication paying close attention to how each context influences communication.
 2. With the aid of suitable examples explain nonverbal communication. What is its importance in human communication?
 3. Define intercultural communication fully and pay close attention to its significance in society and the world at large.

SECTION B: COMPREHENSION

Instructions

Read the following passage and answer **ALL** the questions that follow. Choose the best answer to each question. Use the **MULTIPLE CHOICE GRID** provided for your answers. Mark **[X]** your answers clearly.

Impression Management.

Impression management is a process people use to control the perceptions or impressions about themselves, a bit like **personal branding**. Individuals may believe they are being judged or perceived based on their outward appearance, personality or other subjective opinions by other people. Impression management attempts to control these perceptions from other people through the development of self-presentation methods and techniques used to control outward perceptions or impressions. Common self-presentation methods include authentic, ideal or tactical styles of impression management.

An authentic self-presentation is used when an individual wants to present himself to other people the same way he perceives himself. This authenticity allows individuals to behave in a manner consistent with their daily image and personality. This presentation often involves disclosing information about oneself to solidify the authentic brand.

The ideal impression management presentation is the attempt to present one's self about how he desires to behave or be viewed, rather than presenting himself in an authentic manner. Closely tied to the ideal brand is the tactical presentation. A tactical brand is used by individuals who wish to present a public image that reflects positively

on them. This technique is used to create a behaviour or personality that is consistent with outside perceptions of how an individual should act or behave

Self-presentation plays an integral part in developing impression management techniques. Individuals must select which method they wish to use when presenting themselves to other people, whether in business or social situations. Individuals may also need to develop **techniques or characteristic traits** that help them develop their attempts at self-presentation.

These traits may include self-disclosure, outward appearance, ingratiation or aligning actions with a current opinion or line of thought. Using self-presentation techniques or specific characteristic traits can help individuals use impression management to present themselves in a favourable light to other individuals or comply with perceived requirements for joining specific groups.

Self-disclosure is often used in impression management to provide important information to other people; this method may be used to advance an authentic self-presentation technique.

Matching the outward appearance is a self-presentation technique that may be used to advance either an authentic, ideal or tactical impression toward other people. Individuals may choose how they wish to dress or act in order to present themselves in a specific manner.

Ingratiation is another technique which involves conforming to a specific group, opinion or society. This technique is used in impression management to help claim an identity that is outside the individual's personal self-presentation.

A similar technique called **aligning actions** involves an individual's attempt to conduct themselves in a manner consistent with their authentic, ideal or tactical self-presentation so they may be perceived a certain way by other people.

Question 1

How would you define impression management?

- A. Control of impressions
- B. The management and control of one's perception and impression
- C. People's impression and perceptions
- D. Impression management

Question 2

How does one control personal impression?

- A. Through other people
- B. By forming linkages
- C. Through the development of self-presentation methods and techniques
- D. Through the control of outward presentation

Question 3

Authenticity allows individuals to behave in a manner consistent with their daily image and personality. Why is it important to have authentic self-presentation in organisations?

- A. An individual wants to present himself to other people the same way he perceives himself.
- B. It solidifies the authentic brand
- C. It is authentic
- D. It makes people believe in you and respect you for who you really are

Question 4

'The ideal impression management presentation is the attempt to present one's self about how he desires to behave or be viewed'. Why is this considered to be ideal?

- A. It presents an ideal image that portrays you positively in front of other people
- B. It is tactically presented to show the best
- C. The individual can manipulate the impression
- D. Because it is the only ideal impression

Question 5

This technique is used to create a behaviour or personality that is consistent with outside perceptions of how an individual should act or behave. What do you understand by 'outside perceptions'?

- A. The perception acted outdoor
- B. The perception that is meant for the other people to see
- C. The real perception
- D. The perception that is consistent with everyone else outside

Question 6

In which way can you say self-presentation plays an integral part in developing impression management techniques?

- A. The two are one and the same thing
- B. Techniques are varied and so they develop with impression management
- C. Impression management is all about self-presentation and so are the techniques
- D. It is not true and can be developed separately

Question 7

Self-disclosure is often used in impression management to advance which technique?

- A. Outward appearance technique
- B. Ingratiation technique
- C. Aligning actions technique
- D. Authentic self-presentation technique.

Question 8

How do you achieve good outward appearance impression?

- A. Through dressing and actions
- B. Through varied tactics
- C. Through matching the outward appearance with inward
- D. Through all the tactics stated above

Question 9

This technique is used in impression management to help claim an identity that is outside the individual's personal self-presentation. Which technique is this?

- A. Authentic self-presentation
- B. Ingratiation technique
- C. Aligning actions technique
- D. Self-disclosure technique

Question 10

A similar technique called involves an individual's attempt to conduct themselves in a manner consistent with their authentic, ideal or tactical self-presentation.

- A. Aligning

- B. Ingratiation technique
- C. Aligning actions
- D. Aligning

SECTION C: COMMUNICATION IN ORGANISATIONS [20 MARKS]

Discuss any one of the forms of academic writing below paying close attention to the characteristics;

- a) Academic essay
- b) Research paper

END OF PAPER