



*"Investing in Africa's Future"*

**FACULTY OF MANAGEMENT AND ADMINISTRATION**

**MUTARE INTAKE 8**

**HCS 101 : COMMUNICATION SKILLS 1**

**END OF FIRST SEMESTER SUPPLEMENTARY EXAMINATIONS**

**FEBRUARY 2017**

**LECTURER: J. MUZAMHINDO**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

Choose **ONE** topic from **Section A** and write an essay on it.  
Credit will be given for good English expression, clear organization,  
originality of ideas and relevant and appropriate examples.  
Write legibly.  
Answer **ALL** questions from **Section B**

## SECTION A: ACADEMIC WRITING (30 MARKS)

- a. Choose **ONE** topic from the following and write an essay on it.
  - b. Credit will be given for good English expression, grammatical accuracy, clearly expressed ideas, clear organization, well structured prose and originality of ideas.
  - c. Your essay should be approximately 400 words.
  - d. Write legibly.
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### Question 1

Give an illustrated account of the elements of the communication process in any one communication model.

### Question 2

Identify and discuss five barriers to communication, for example, in an organization and show how communication can be improved in such an organization.

### Question 3

Noise in communication is defined as *"any internal or external interference in the communication process"*. Identify and discuss five examples of 'noise' in the communication process.

### Question 4

*'Knowing how to listen takes more than two good ears'* (Sperry Corporation).

Write brief, analytical notes on the following:

- (i) Objectives of active listening
- (ii) Principles underpinning effective listening
- (iii) How to achieve the goals of active listening

### Question 5

*"Hearing is one of the body's five senses. But listening is an art."* What are some of the habits that interfere with effective listening? Illustrate with examples.

### Question 6

While visiting Vietnam some years ago, an American official wanted to display his respect for



his hosts by speaking to them in their own language. While the official intended to address the Vietnamese and say "Vietnam for a thousand years!", because he used the wrong tonal pronunciation when he spoke, the Vietnamese interpreted his statement as "The duck wants to lie down!" Using this quotation as a starting point, describe a cultural misunderstanding in which you were involved. What strategies can one adopt to improve one's intercultural communication skills?

#### Question 7

Study the following speech topics: *reincarnation, rock music, dating, culture, art, diamonds, astrology, polygamy, affirmative action, economic empowerment, self-determination*,. From the list choose **one** topic and write a speech either to **Inform** or **Persuade**.

#### Question 8

Your country is facing serious liquidity problems. The various sectors of the manufacturing industry cannot access the financial resources needed to resuscitate a number of projects. You are requested to prepare and present a speech to your country's National Economic Development Council on strategies that can be put in place to address these challenges.

#### Question 9

Choose a subject area or topic where you have specialist knowledge and communicate your passion for that area of knowledge (to a group of peers), so that they are able to understand that topic in greater depth.

#### Question 10

Compare and contrast modern and traditional means of business and professional communication.

#### Question 11

Assess the significance of recent changes in communications technology.

### SECTION: READING COMPREHENSION [30 MARKS].

#### 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 your answers clearly with an [X]

### 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

What is the meaning of the following word/s?

Question 11

personal branding

- A. personal picture
- B. product brand
- C. brand name
- D. personal unique identity

Question 12

techniques

- A. unique style of doing something
- B. tactics
- C. doing things your own way
- D. styles and tactics in impression management

Question 13

Self-disclosure

- A. Revealing everything
- B. Revealing information about the self without coercion
- C. Disclosing everything that you know
- D. Self-disclosure of secrets

Question 14

Appearance

- A. The colour of certain things
- B. That which is revealed in impression management

- C. The impression of anything to the sight of other people
- D. Everything that is seen

Question 15

Aligning

- A. Taking the shape of another
- B. Showing similar meaning
- C. Running parallel to another
- D. Making conduct that is consistent with another

End of Paper