

General Certificate of Education
January 2003
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 3 Themes in Personal Communication

CMS3

Thursday 9 January 2003 Morning Session

In addition to this paper you will require:
an 8-page answer book.

Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is CMS3.
- Answer **three** questions, **one** from **each** section.

Information

- The maximum mark for this paper is 90.
- All questions carry 30 marks.

Quality of Written Communication

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

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SECTION A

Answer **one** question from this Section.

Verbal and Non-verbal Communication

- 1 In the context of language explain what is meant by accent and dialect. How do differences of accent and dialect affect ways in which people perceive each other? *(30 marks)*

OR

- 2 Explain the role of non-verbal communication in the management of conversations between two people. Your answer should refer to:

starting the conversation
taking turns
asking for feedback
giving feedback
ending the conversation.

(30 marks)

SECTION B

Answer **one** question from this Section.

Intrapersonal Communication

- 3 Individuals often perceive themselves in ways that are very different from the ways in which others perceive them. Why is this the case? *(30 marks)*

OR

- 4 How can the study of intrapersonal communication contribute to the understanding of communication between people? *(30 marks)*

SECTION C

Answer **one** question from this Section.

Group Communication

- 5 How important are the roles of group members in a formal group such as a committee? Your answer should consider both assigned and assumed roles. *(30 marks)*

OR

- 6 What are the causes and consequences of conflict within groups? Your answer should consider both formal and informal groups. *(30 marks)*

END OF QUESTIONS