

General Certificate of Education  
January 2004  
Advanced Subsidiary Examination



**COMMUNICATIONS STUDIES**  
**Unit 3 Themes in Personal Communication**

**CMS3**

Thursday 8 January 2004 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.

**SECTION A**

Answer **one** question from this Section.

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**Verbal and Non-verbal Communication**

- 1 Using examples show how the non-verbal elements of a conversation can either reinforce or contradict the verbal elements. *(30 marks)*

**OR**

- 2 How and why do individuals use language differently in different situations? *(30 marks)*
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**SECTION B**

Answer **one** question from this Section.

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**Intrapersonal Communication**

- 3 Describe and discuss the key factors that can contribute to an individual's self-esteem. *(30 marks)*

**OR**

- 4 Explore the view that all interpersonal communication begins with the self. *(30 marks)*
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**SECTION C**

Answer **one** question from this Section.

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**Group Communication**

- 5 Using examples show how individuals can be motivated to achieve group goals. *(30 marks)*

**OR**

- 6 How can conflicts within groups be resolved? *(30 marks)*

**END OF QUESTIONS**