

General Certificate of Education
June 2005
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 3 Themes in Personal Communication

CMS3

Wednesday 8 June 2005 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.

Verbal and Non-verbal Communication

- 1 What are the differences between verbal and non-verbal communication? You should consider both the functions and forms of communication. *(30 marks)*

OR

- 2 Observations of non-verbal communication often lead to perceptions of other people which may be faulty. Using examples, explain how and why this is the case. *(30 marks)*
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SECTION B

Answer **one** question from this Section.

Intrapersonal Communication

- 3 “I always find it easier to believe negative comments that others make about me. If someone pays me a compliment, I just think they must be joking.”

Using your knowledge of intrapersonal communication, analyse the views expressed in this statement. *(30 marks)*

OR

- 4 Transactional Analysis shows how interpersonal communication can be influenced by intrapersonal communication.

Using examples, explain how crossed transactions differ from complementary transactions. *(30 marks)*

SECTION C

Answer **one** question from this Section.

Group Communication

- 5 Describe some of the roles typically found in informal groups. Explain how these roles are communicated to other members of the group. *(30 marks)*

OR

- 6 Describe the types of goal which formal groups seek to achieve. Why do formal groups often fail to meet these goals? *(30 marks)*

END OF QUESTIONS