

General Certificate of Education
January 2006
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 3 Themes in Personal Communication

CMS3

Tuesday 10 January 2006 9.00 am to 10.30 am

For this paper you must have:

- 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 Discuss the view that every conversation includes exchanges of information about power. *(30 marks)*

OR

- 2 Some of our non-verbal communication could be categorised as intentional and some as unintentional. Using examples, show how both of these categories can contribute to personal communication. *(30 marks)*
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SECTION B

Answer **one** question from this section.

Intrapersonal Communication

- 3 It has been suggested that we have different selves or identities as we move between different roles and different situations. Do you agree with this view? *(30 marks)*

OR

- 4 How might a knowledge and understanding of intrapersonal communication make someone a better communicator? *(30 marks)*

SECTION C

Answer **one** question from this section.

Group Communication

- 5 Compare two groups with which you are familiar, one of which is task-orientated and the other socio-emotional. Show how the patterns of communication are different in these two groups. *(30 marks)*

OR

- 6 It has been argued that conflict within groups and between groups can be beneficial. Discuss the strengths and weaknesses of this argument. *(30 marks)*

END OF QUESTIONS

There are no questions printed on this page