

General Certificate of Education  
January 2008  
Advanced Subsidiary Examination



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

**CMS3**

Wednesday 9 January 2008 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.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

**Information**

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.

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**SECTION A**

Answer **one** question from this section.

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**Verbal and Non-verbal Communication**

**EITHER**

- 1 Explain the importance of non-verbal communication in **one** of the following areas: turn-taking in conversation **or** showing feelings and emotions **or** demonstrating status. *(30 marks)*

**OR**

- 2 It is sometimes argued that non-verbal communication is more difficult to interpret than language.

Do you agree with this view? *(30 marks)*

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**SECTION B**

Answer **one** question from this section.

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**Intrapersonal Communication**

**EITHER**

- 3 “I’ve told myself a thousand times that I must stop being so lazy.”

What does this statement tell us about intrapersonal communication and the self? *(30 marks)*

**OR**

- 4 How does self-concept influence the ways in which we present ourselves to others? *(30 marks)*

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**SECTION C**

Answer **one** question from this section.

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**Group Communication**

**EITHER**

- 5 “I don’t want to work with other people. Just leave me alone and I’ll get on with my job in my own way and in my own good time.”

How would this member of a formal group be dealt with by different types of group leader?  
*(30 marks)*

**OR**

- 6 What are the different stages in the development of groups? What types of communication are associated with these stages?  
*(30 marks)*

**END OF QUESTIONS**

**There are no questions printed on this page**

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