

General Certificate of Education  
June 2006  
Advanced Subsidiary Examination



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

**CMS3**

Wednesday 7 June 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.

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**SECTION A**

Answer **one** question from this section.

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**Verbal and Non-verbal Communication**

- 1 We often make judgements about other people based on the ways in which they use language.

How do uses of language influence one person's perception of another? *(30 marks)*

**OR**

- 2 How do individuals use non-verbal strategies to communicate information about their role or roles? *(30 marks)*

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**SECTION B**

Answer **one** question from this section.

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**Intrapersonal Communication**

- 3 "Only by understanding yourself can you hope to understand other people."

How far do you agree with this statement? *(30 marks)*

**OR**

- 4 What do the following concepts contribute to an understanding of intrapersonal communications:

- Ideal self;
- Self esteem;
- Self-fulfilling prophecy?

*(30 marks)*

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**SECTION C**

Answer **one** question from this section.

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**Group Communication**

- 5 The following are three categories of group leadership: democratic, autocratic and laissez-faire. What styles of communication do you associate with each of these kinds of leader and their group? *(30 marks)*

**OR**

- 6 What are the dangers of 'groupthink' and what steps can be taken to avoid these dangers? *(30 marks)*

**END OF QUESTIONS**

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