

General Certificate of Education
June 2008
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 3 Themes in Personal Communication

CMS3

Tuesday 3 June 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 black ink or black 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.

SECTION A

Answer **one** question from this section.

Verbal and Non-verbal Communication

EITHER

- 1 “I would never dream of talking to my boss in the same way as I talk to my friends.”

How and why do we use language differently when performing different roles? *(30 marks)*

OR

- 2 ‘Non-verbal communication can only be understood by taking into account context and culture.’

What evidence can you give to support this statement? *(30 marks)*

SECTION B

Answer **one** question from this section.

Intrapersonal Communication

EITHER

- 3 “I don’t think I’m stupid but I always feel nervous and tongue-tied in the company of other people.”

How would you use your knowledge of intrapersonal communication to advise a friend who confided this information to you? *(30 marks)*

OR

- 4 How do feedback and self-disclosure contribute to an individual’s self-concept? *(30 marks)*

SECTION C

Answer **one** question from this section.

Group Communication

EITHER

- 5 What contribution does communication make to the success or failure of groups? *(30 marks)*

OR

- 6 How do the roles of group members differ between formal groups and informal groups?
(30 marks)

END OF QUESTIONS

There are no questions printed on this page