



FACULTY OF HUMANITIES

SCHOOL OF LANGUAGES

DEPARTMENT OF LANGUAGES, CULTURAL STUDIES AND APPLIED LINGUISTICS

(LanCSAL)

PROGRAMME	:	National Diplomas JKQD3A15Q; JKQD3F15Q; D34F9Q; D3A313Q
SUBJECT	:	Communication 1 Module 1
COURSE CODE	:	COS1AA1
DATE	:	July 2020 – SSAO1
DURATION	:	90 mins
TIME	:	ONLINE
MARKS	:	100
WEIGHTING	:	50:50
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EXAMINER	:	Mr P Govender
MODERATOR	:	Ms R Pather

INSTRUCTIONS

1. Read through each question carefully, and select the most appropriate answer.
You have 90 minutes to complete this assessment
2. You will be given only one opportunity
3. When you start the assessment a timer will automatically begin the countdown.
4. There is a total of 50 questions
5. This test covers material taught in the second half of the course ranging from Developing Persuasive Writing in Business & Business Etiquette to Oral Presentations.

Total Questions 50

Total Points 100

1. Multiple Choice: Question #1

Points: [2](#)

- Question** Email is
- an informal medium
 - a colloquial medium
 - a formal medium
 - a casual medium

2. Multiple Choice: Question #2:

Points: [2](#)

- Question** Which of the following statements is true
- Organisations may have policies on how employees should use email
 - Employees are free to use email as they so choose
 - Organisations may send emails on behalf of former employees
 - Organisations may change the content of your emails before they are sent

3. Multiple Choice: Question #3: BCC should be used in an email when

Points: [2](#)

- Question** BCC should be used in an email when
- someone should not be visible but receive a carbon copy of the email
 - someone should be visible and receive a carbon copy of the email
 - Someone should receive a carbon copy of the email before others
 - Someone should receive a carbon copy of the email behind others

4. Multiple Choice: Question #4: Every email must contain

Points: [2](#)

Question Every email must contain

- a subject line
- a valid purpose
- the name of the sender at the end
- an attachment

5. Multiple Choice: Question #5:

Points: [2](#)

Question Proper business etiquette dictates that phone calls should be ended

- with a curtsy and clearance
- with courtesy and clarity
- curtly and concisely
- capriciously and cynically

6. Multiple Choice: Question #6:

Points: [2](#)

Question In social settings at work one should avoid

- offensive jokes
- very personal questions
- swearing
- all of the above

7. Multiple Choice: Question #7:

Points: [2](#)

Question When it comes to online business etiquette, which of the following is not an area of consideration

- proper sentence structure
- avoiding personal attacks
- avoiding salutations

presenting opinions as facts

8. Multiple Choice: Question #8:

Points: [2](#)

- Question** Which of the following requires the most careful business etiquette consideration when using mobile devices
- the speed at which you type
 - proximity to others
 - the size of your device
 - wireless connectivity

9. Multiple Choice: Question #9:

Points: [2](#)

- Question** AIDA is a persuasive business writing
- analogy
 - antonym
 - acronym
 - association

10. Multiple Choice: Question #10:

Points: [2](#)

- Question** Generally persuasive business writing appeals to
- emotional rather than logical aspects
 - emotional rather than character aspects
 - logical rather than emotional aspects
 - all of the above

11. Multiple Choice: Question #11:

Points: [2](#)

- Question** Which of the following is not true of persuasive business writing

Logical appeals use data

Logical appeals use statistics

Logical appeals use reasoning

Logical appeals use empathy

12. Multiple Choice: Question #12:

Points: [2](#)

- Question** The best strategy for objections to your business message is
- to leave no space for them
 - to anticipate them ahead of time
 - to take them as they come
 - to defer them

13. Multiple Choice: Question #13:

Points: [2](#)

- Question** When framing your arguments in persuasive business writing, it is advisable to use
- an indirect approach
 - a direct approach
 - a diagonal approach
 - an indifferent approach

14. Multiple Choice: Question #14:

Points: [2](#)

- Question** Which of the following is not a mistake to avoid with persuasive business messages
- the hard sell
 - not compromising
 - leading with logical appeals

a singular chance mindset

15. Multiple Choice: Question #15:

Points: [2](#)

- Question** Which of the following is not a reason for writing a letter of application
- to inform the recipient of what is being sent
 - to determine your start date
 - to explain the purpose of your communication
 - to show how you meet the requirements

16. Multiple Choice: Question #16:

Points: [2](#)

- Question** Which of the following is most critical when constructing a letter of application
- signing the letter
 - hand delivering the application
 - identifying the position being applied for
 - identifying the individual you are applying to

17. Multiple Choice: Question #17:

Points: [2](#)

- Question** If using a letterhead, there should be
- one inside address
 - two inside adresses
 - no inside addresses
 - two indented addresses

18. Multiple Choice: Question #18:

Points: [2](#)

- Question** In the opening paragraph of your letter, it is most important to

provide your name and surname in full

provide your identity number

state why you are writing

state your qualifications for the position

19. Multiple Choice: Question #19:

Points: [2](#)

Question If you began your letter with Dear Sir/Madam then you should end it with

Yours sincerely

Yours faithfully

Yours truly

Yours thankfully

20. Multiple Choice: Question #20:

Points: [2](#)

Question Select the most appropriate definition of culture

Culture is a static system of values, expectations and beliefs

Culture is a closed system of beliefs, norms and expectations of behavior

Culture is a shared system of attitudes, beliefs and norms for behaviour

Culture is an individual system of values, expectations and beliefs

21. Multiple Choice: Question #21:

Points: [2](#)

Question Which of the following statements regarding culture is false

Culture is innate

Culture is learned

Culture changes over time

Culture teaches priorities

22. Multiple Choice: Question #22:

Points: [2](#)

Question Select the most appropriate statement about culture

Your sexual identity is visible, but your gender is not

Your physical characteristics are visible, but your body language is not

Your world view may be visible, but your age is not

Your assumptions may not be visible, but your behaviours are

23. Multiple Choice: Question #23:

Points: [2](#)

Question While growing up Thabo's parents discouraged him from bragging about his achievements to prevent him from becoming arrogant. This is best viewed as a form of
enculturation

acculturation

assimilation

cultural relativism

24. Multiple Choice: Question #24:

Points: [2](#)

Question After watching many Hong Kong action movies, Andile decided to get a dragon tattoo on his arm, just like his favourite actor. This may be best viewed as an example of
acculturation

enculturation

assimilation

cultural relativism

25. Multiple Choice: Question #25:

Points: [2](#)

- Question** While working and studying in the UK for 3 years, Bonang began to speak with a strong English accent. This may be best viewed as an example of
- acculturation
 - enculturation
 - assimilation
 - cultural relativism

26. Multiple Choice: Question #26:

Points: [2](#)

- Question** While at the park, Ronald was disgusted to hear many people talking too loudly for his liking. He was certain that they had never been taught the right way to speak. This scenario is an example of
- cultural stereotyping
 - cultural norms
 - ethnocentrism
 - cultural mores

27. Multiple Choice: Question #27:

Points: [2](#)

- Question** Kgothatso believes that all Jewish people are wealthy. This is an example of
- ethnocentrism
 - cultural relativism
 - cultural stereotyping
 - cultural mores

28. Multiple Choice: Question #28:

Points: [2](#)

- Question** Overattribution may become a problem when

- a person is heavily involved in their cultural practices
- a person is seen as a spokesperson for his/her culture
- a person is sought out as a source of cultural knowledge
- a person is praised for their cultural attributes

29. Multiple Choice: Question #29:

Points: [2](#)

- Question** When communicating intercultural, which one of the following should you avoid
- short sentences
 - short paragraphs
 - colloquialisms
 - simplified speech

30. Multiple Choice: Question #30:

Points: [2](#)

- Question** In oral Intercultural communication, one should try to not
- speak quickly
 - use slang
 - make multiple points at once
 - all of the above

31. Multiple Choice: Question #31:

Points: [2](#)

- Question** Which one of the following statements is false when it comes to making business communication effective in an organisation
- give facts rather than impressions
 - present information in an inefficient manner

provide practical information

offer persuasive arguments and recommendations

32. Multiple Choice: Question #32:

Points: 2

Question In an organisation, the flow of communication is best described as
upwards and downwards

upwards, downwards and horizontal

diagonal

vertical

33. Multiple Choice: Question #33:

Points: 2

Question In an organisation, the downward channel is most commonly used to
evaluate employee attitudes

gather employee feedback

evaluate employee perceptions

give job instructions

34. Multiple Choice: Question #34:

Points: 2

Question Which one of the following is not a common use of the lateral channel in
an organisation

sharing of information

coordination of tasks

performance review

conflict resolution

35. Multiple Choice: Question #35:

Points: [2](#)

- Question** Grapevine communication in an organisation
- is fact based
 - is formal
 - is informal
 - is not useful

36. Multiple Choice: Question #36:

Points: [2](#)

Question Single-strand informal communication in an organisation is when

- Each person receives information from one person, and passes it to one more
- Each person receives information from one and passes it to everyone
- One person passes received information to everyone
- One person passes unconfirmed news to all others

37. Multiple Choice: Question #37:

Points: [2](#)

- Question** Which one of the following statements is false
- the climate in an organisation is different to the culture of the organization
 - the climate in an organisation changes quickly
 - the climate in an organisation remains stationary
 - the climate in an organization is based on trends of opinions

38. Multiple Choice: Question #38:

Points: [2](#)

Question Becoming acculturated in an organisation means

- understanding workplace policies
- learning an organisations culture
- learning the rules of an organisation
- all of the above

39. Multiple Choice: Question #39:

Points: [2](#)

- Question** In her organisation, Lindi is viewed as too submissive by her superiors. Her organisation is likely to be
- collectivist
 - individualist
 - indifferent
 - dominant

40. Multiple Choice: Question #40:

Points: [2](#)

- Question** Which of the following is not an advantage of grapevine communication
- allows employees to release pent-up feelings
 - it conveys prejudices
 - it is faster than formal communication
 - can boost morale

41. Multiple Choice: Question #41:

Points: [2](#)

- Question** Which one of the following is a common component of any oral presentation
- a beginning

- a procedure
- recommendations
- terms of reference

42. Multiple Choice: Question #42:

Points: [2](#)

- Question** Which of the following is least required in the introduction of your oral presentation
- background information
 - a thesis statement
 - an outline
 - a pun

43. Multiple Choice: Question #43:

Points: [2](#)

- Question** In the main body of your oral presentation, you should always
- signal your conclusion
 - use logical connectors
 - sum up your main points
 - restate your thesis statement

44. Multiple Choice: Question #44:

Points: [2](#)

- Question** Which of the following does not belong in the conclusion of your oral presentation
- explaining your main points
 - a signal that you are ending
 - restating your thesis
 - summing up your main points

45. Multiple Choice: Question #45:

Points: [2](#)

Question "Likewise" is a logical connector of continuation

comparison

emphasis

ordering

46. Multiple Choice: Question #46:

Points: [2](#)

Question Which of the following is an example of natural movement while conducting an oral presentation

pacing back and forth

finger tapping

swaying back and forth

moving along the stage

47. Multiple Choice: Question #47:

Points: [2](#)

Question Building your character to an audience is an example of good ethos

pathos

logos

kairos

48. Multiple Choice: Question #48:

Points: [2](#)

Question Which of the following is not an example of a logical appeal in an oral presentation

demonstrations

metaphors

statistics

test results

49. Multiple Choice: Question #49:

Points: [2](#)

- Question** Intonation in an oral presentation best refers to
- how quickly you speak
 - how you pronounce your words
 - the rise and fall of your voice
 - how audible you are

50. Multiple Choice: Question #50:

Points: [2](#)

- Question** Which of the following could be best used to strengthen the pathos of an oral presentation on coronavirus fatalities
- sombre background music
 - humorous video
 - statistics
 - charts and diagrams

--- END TEST ---

50 QUESTIONS

TOTAL: 100 MARKS