

**FACULTY OF EDUCATION & ARTS**

**BACHELOR OF COMMUNICATION (HONS)**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **COM1504 UNDERSTANDING HUMAN COMMUNICATION**  
Trimester & Year : January - April 2023  
Lecturer/Examiner : Dr. Wong Kok Keong  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : Answer ALL SIX (6) questions. Write your answer in the Answer Booklet provided.  
PART B (40 marks) : Answer BOTH (2) questions. Each question carries TWENTY (20) marks. Write your answer in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Student Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 6 (Including this cover page)**

**PART A : SHORT-ANSWER QUESTIONS (60 MARKS)**

**INSTRUCTION(S) : Answer ALL SIX (6) questions.**

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1. The study of communication is important. Explain **FOUR (4)** reasons why it is important (provide examples where necessary to help with your explanation) (8 marks)
2. The three types of noise show how noise, as a technical term, contributes to the functions of human communication. Explain the **THREE (3)** types adequately. Give one example for each type of noise to illustrate your answer. (12 marks)
3. Perception plays an important part in the functions of human communication. Our perception is affected by four types of selective activities. Explain the **FOUR (4)** types of selectivity. Provide **ONE (1)** example for each type. (8 marks)
4. Language has rules. Explain the **THREE (3)** sets of rules and give **ONE (1)** example for each set. (12 marks)
5. Explain nonverbal communication. Why are nonverbal codes difficult to interpret? Explain the **TWO (2)** major reasons. Give **ONE (1)** example for each of the reasons. (11 marks)
6. Explain intercultural communication, cross-cultural communication, and multicultural communication. Provide one specific example for each. (9 marks)

**END OF PART A**

**PART B : SHORT-ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTIONS** : Answer **BOTH (2)** questions given.

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1. Intercultural communication is a major element of human communication. Answer (a), (b) and (c) below on intercultural communication. *(20 marks)*
  - (a) Explain intercultural communication.
  - (b) Discuss **THREE (3)** intercultural problems, using specific examples to illustrate.
  - (c) Explain co-culture and give **ONE (1)** example. Also, discuss the **THREE (3)** ways a co-culture engages or responds to the dominant culture.
  
2. Provide an example for **interpersonal communication** and for **mass communication**. Then, discuss their differences in terms of **sender, channel, and feedback**. Use specific examples to make clear your explanation. *(20 marks)*

**END OF EXAM**