

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS
Faculty of Liberal Arts

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM1504 UNDERSTANDING HUMAN COMMUNICATION**
Trimester & Year : January - April 2019
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer ALL SIX (6) questions. Each question carries TEN (10) marks. 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 = 3 (Including this cover page)

PART A : **SHORT-ANSWER QUESTIONS (60 MARKS)**
INSTRUCTIONS : Answer **ALL SIX (6)** questions.

1. The functions of communication can be understood by studying why communication is essential. Identify **THREE (3)** reasons why communication is essential and explain each of the reasons adequately. Illustrate your answer with one specific example per reason. (3 or 4 marks per reason: 1 for identification, 2 or 3 for explanation, including example.)
2. The three types of noise show how noise, as a technical term, contributes to the functions of human communication. Identify the **THREE (3)** types and explain them adequately. Illustrate your explanation with one specific example per type. (3 or 4 marks per type: 1 for identification, 2 or 3 for explanation, including example.)
3. Perception plays an important part in the functions of human communication. Our perception is affected by four types of selective activities. Identify the **FOUR (4)** types of selectivity and explain each adequately. Illustrate your explanation of each type with a specific example. (2.5 marks per type: 0.5 for identification, and 2 for explanation, including example.)
4. Language has rules. Identify the **THREE (3)** sets of rules in language and explain each adequately. Illustrate your explanation of each set with a specific example. (3 or 4 marks per set of rules: 1 for identification, 2 or 3 for explanation, including example.)
5. What does it mean to say language is arbitrary? Explain, using an example to illustrate. Also, explain how language and culture are closely connected. Use the example of gender to illustrate. (5 marks per explanation, including example.)
6. Explain nonverbal communication. Why are nonverbal codes difficult to interpret? Explain the **TWO (2)** major reasons given in your textbook. Illustrate each of the reasons with a specific example. (4 marks for definition/explanation and 3 marks per reason including example.)

END OF PART A

PART B : **SHORT-ESSAY QUESTIONS (40 MARKS)**
INSTRUCTIONS : Answer **BOTH (2)** questions given.

1. Explain intercultural communication and discuss **THREE (3)** intercultural problems, using specific examples to illustrate. Then, explain **TWO (2)** ways for overcoming the problems. (4 marks for intercultural communication, 3 marks per problem, and 3.5 marks per way to overcoming problems.)
2. Explain the differences among interpersonal communication, mass communication and social media communication in terms of sender, channel, and feedback. Use a specific example for each type of communication to illustrate your explanation. (6 or 7 marks per area of difference.)

END OF EXAM