



**BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**FINAL ASSESSMENT**

Course Code & Name : **COM1504 UNDERSTANDING HUMAN COMMUNICATION**  
Semester & Year : January - April 2020  
Lecturer/Examiner : Ms Amalina Mustaffa  
Start of Exam & Time : 21<sup>st</sup> April 2020 / 2.00 pm  
End of Exam & Time : 24<sup>th</sup> April 2020 / 2.00 pm

## **GUIDELINES FOR THE EXAM**

This take-home exam will require you to answer all **3 (THREE)** questions below. Your answer must be clear and concise, must not exceed a maximum of 1500 words using 1.5 spaced. Reference is not needed for this take home test. In order to facilitate blind grading of the exams, do not put your name anywhere on your exam paper. Instead, you should put your student ID number in the upper left hand corner.

Note that this exam is to be completed independently, without discussion with other students or individuals. Please limit your sources and references to class and tutorial materials only (i.e. anything that has appeared on lecture slides, discussions during lecture, or in the weekly readings/ tutorial videos only).

## **GRADING GUIDELINES**

Below are grading guidelines used to assess the short essays. These do not comprise a formal rubric. Rather, these are core essay elements that the examiner will keep in mind when grading the essays.

### **1. Technical elements**

**a. Clarity of writing:** Well-developed essays are clear and can be followed with ease. Students use an appropriate level of technical language.

**b. Mechanics & formatting:** Well-developed essays have no (or minimal) errors in spelling, punctuation, or grammar. They conform to the guidelines laid out in the assignment instructions (i.e. word counts etc).

### **2. Substantive elements**

a. Well-developed essays have a well-articulated statement that is relevant to the assignment (for example, the answer to the question is stated unambiguously).

b. Well-developed essays build a logical and relevant argument. Students use supporting evidence from the readings to support key assertions in their argument.

c. Well-developed essays present original, measured, concrete, and compelling ideas. They make accurate use of supporting and/or course materials and ideas. They integrate and synthesize information across lectures. They show good understanding of concepts and correct use of terminology and necessary elaboration.

**Question 1:**

As a press secretary who works at the Home Affairs Ministry, you are asked to advise the Minister on how to deal with the news media when the state is stricken by an unidentified and mysterious plague that only attacks female aged 45 years and older. The Home Minister needs to appear on the national television to advise the public on this new pandemic and to assure the public that the situation is under control, at least for now. Certain safety measurements were taken by the Ministry to curb this pandemic from spreading.

a. Furnished with relevant information to write the speech for the Home Affair Minister, explain what are the basic elements in public communication that you must first consider?

b. To maintain a positive public image and to avoid negative media coverage during the telecast, you find it necessary to advise the minister to include some body movements while giving out the speech. Demonstrate all categories of body movements in human communication and highlight two body movements that are essential to be emphasized when making the speech. You may want to include your opinion on why the two body movements are essential.

**Question 2:**

On January 2<sup>nd</sup>, 2020, TerusMaju Corporation's Head of Human Resource (HR) sent out a motivational memo to the employees, praising the company's remarkable progress and positive momentum of the company for the previous year. The memo however, did not mention any involvement and contributions by the employees towards the remarkable achievement of the company but rather announced that the company is not planning to give out incentives and increment to the employees in year 2020. Instead, the company is planning to take the opportunity to expand. This memo causes employees of TerusMaju Corporation to feel frustrated and unsatisfied as they have worked hard and achieved company's goal and objectives.

As a person trained in conflict management, you foresee that the company is now dealing with internal conflicts. Realizing the mistake, you are assigned by the Head of HR to summarize five possible ways people may act when they are in conflict so that the company will be able to overcome the conflicts effectively.

When attempting this question, consider applying the given situation in your essay instead of quoting it directly from the lecture slides.

**Question 3:**

You have been living in a room shared with another student in a fraternity house for three years. Since then, the two of you have become friends and everything seems fine, at first. However, you have noticed

for the past few months, he has not been listening to your advice or following the instructions in the cleaning duty roster prepared by the management. You had enough of his attitude and decide to try a different approach to get him to be more responsible with the cleaning duty. Before you are able to do so, and with no intention to jeopardize your relationship, you need to consider the following:

- a. Identify all types of communication and emphasize the type most applicable to you and your friend now;
- b. Summarize all types of listening and identify the best listening skill that you would apply when communicating with him and;
- c. Describe two types of interpersonal relationships that best describe you and your friend.