



BERJAYA SCHOOL OF COMMUNICATION AND 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 2021
Lecturer/Examiner : Ms Amalina Mustaffa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (40 marks) : FIVE (5) structured questions. Answer ALL questions. Answers are to be written in the column provided.**
 - PART B (60 marks) : TWO (2) essay questions. Answer ALL questions. Answers are to be written in the column provided.**
2. Candidates are not allowed to refer to any unauthorized materials during the online exam.

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 Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

PART A : FIVE (5) STRUCTURED QUESTIONS (SHORT ANSWERS) (40 MARKS)

INSTRUCTION(S) : ANSWER ALL QUESTIONS

Question 1

A language is a system of symbols used by people to communicate. Each verbal language comprises a lexicon, phonology, syntax and grammar. Explain the underlined words.

(3 marks)

Question 2

Explain the differences between self-concept and self-esteem and provide **ONE (1)** example for either self-concept or self-esteem.

(5 marks)

Question 3

Describe **THREE (3)** impressions we make as we interact to reduce uncertainty and provide **ONE (1)** example of each impression formation.

(9 marks)

Question 4

List **ALL** distancing tactics used to create distance in an undesirable relationship.

(13 marks)

Question 5

Explain **FIVE (5)** functions of human communication.

(10 marks)

END OF PART A

PART B : TWO (2) ESSAY QUESTIONS

(60 MARKS)

INSTRUCTION(S) : ANSWER ALL QUESTIONS

Question 1

Discuss all **SIX (6)** components of human communication. You must provide **FOUR (4)** explanations in each component.

(30 marks)

Question 2

Discuss **ALL** principles of verbal messages and then elaborate in detail the principle which refers to *"meanings are culturally influenced"*.

(30 marks)

END OF EXAM