



**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 : May – August 2022  
 Lecturer/Examiner : Ms Amalina Mustaffa  
 Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of:  
 Part A: 60 marks : SIX (6) structured questions. Answer ALL questions.  
  
 Part B : 40 marks : THREE (3) Essay questions. Answer only TWO (2) questions.
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.

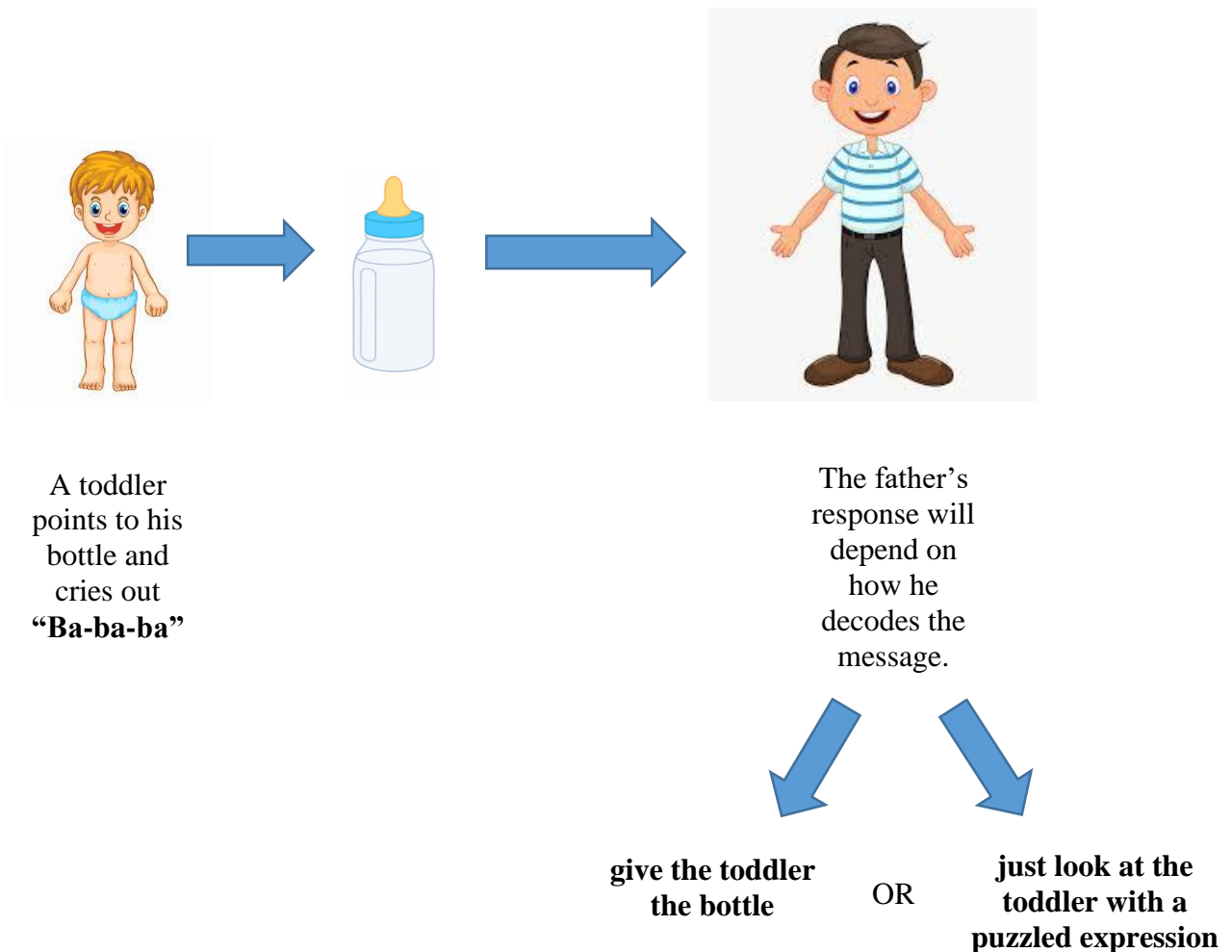
**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students'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

**Total Number of pages = 4 (Including the cover page)**

**Question 1**

Using the bold sentences as your reference, explain the situation given below.

(5 marks)



**Question 2**

We often form impression when interacting with others to reduce uncertainty.

(a) Explain what the impressions are.

(b) Provide **ONE (1)** example for each impression explained.

(9 marks)

### Question 3

Differentiate between the denotative and connotative meaning of a word by providing **TWO (2)** examples in each explanation. (10 marks)

### Question 4

(a) Explain **ALL** personal listening styles and (b) identify the best listening style that you would apply when communicating with your best friend who is sad because she just broke up with her boyfriend after being in a 7 years of relationship. You must provide **TWO (2)** arguments on why the listening style is suitable to be used. (11 marks)

### Question 5

(a) Describe what proxemics is.  
(b) Discuss all types of proxemics. Provide **ONE (1)** situation as to when the proxemics can be applied in. (11 marks)

### Question 6

The Johari window is based on two ideas; first, trust can be acquired by revealing information about yourself to others, and second, learning about yourself from those feedback. Each person is represented by the Johari model through four quadrants or window pane.  
Explain the following: (14 marks)

(a) What Johari Window is.  
(b) All **FOUR (4)** areas of the Johari window pane.

**END OF PART A**

**PART B : THREE (3) ESSAY QUESTIONS**

**(40 MARKS)**

**INSTRUCTION(S) : ANSWER ONLY (2) QUESTIONS**

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**Question 1**

Explain what paralanguage is and discuss **ALL** characteristics of paralanguage and provide **THREE (3)** arguments on how you can use the characteristics in your project or group presentation.

(20 marks)

**Question 2**

Read the question below and answer the questions that follow.

Mary and Cindy work in the same department in a multi-national company (MNC) in Kuala Lumpur and report to Dr. Johnson. Mary and Cindy are co-workers and have been working together in the same department for the past 5 years. Due to their close relationship, they get along very well during and after working hours. Both of them share the same interests at work and they plan their career path together.

However, last week Mary noticed that Cindy was called by Dr. Johnson several times and she later heard from another colleague, Mandy, that Cindy has been selected to represent the organization in one of the conferences in Istanbul. According to Mandy, "Cindy will be picked by Dr. Johnson to Istanbul because she is young, fair and from the same hometown as Dr. Johnson."

Then Mary remembers an incident from 2 years ago when Cindy was called by Dr. Johnson and later, everyone found out that she was sent to Sweden to attend an international conference. Mary is feeling devastated whenever she thinks about it as she was hoping to be selected. Mary is thinking that Cindy has been going behind her back to seek permission to attend the conferences from Dr. Johnson. Mary now is avoiding Cindy and this has created a not-so-harmonious working atmosphere in the office.

Yesterday, Mary was called to Dr. Johnson office and he handed her an invitation letter to the conference in Istanbul. Mary is elated but she is also confused at the same time.

She said this Dr. Johnson;

"I am more than happy to attend the conference but I was told that you have picked Cindy to represent the company"

Dr. Johnson smiled and said;

"Well, I am sending both you and Cindy to the conference. I must apologize for not mentioning this to you earlier Mary"

Answer the following based on the scenario given above:

(a) Provide the **THREE (3)** elements of perception as well as **ONE (1)** example for each element based on the given scenario.

(b) Discuss **TWO (2)** effects of that perception towards Mary and Cindy relationship then analyze the passage for any biased or sexist language.

(c) Provide **FOUR (4)** arguments why you think the language used is biased or sexist.

(20 marks)

**Question 3**

Explain what communication is and differentiate between public communication and mass communication. Also, analyse how media affects our daily lives.

(20 marks)

**END OF EXAM**