



**FACULTY OF LIBERAL ARTS**  
**BACHELOR OF COMMUNICATION (HONS)**  
**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student Name : \_\_\_\_\_  
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Subject Code & Name : **COM1604 INTRODUCTION TO MASS COMMUNICATION**  
Semester & Year : May – August 2022  
Lecturer/Examiner : Steven K C Poh  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of two (2) parts:  
  
    **PART A (60 marks) : Answer all FOUR (4) structured questions. Answers are to be written in the Answer Booklet provided.**  
    **PART B (40 marks) : Answer all TWO (2) short essay questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorised 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.

**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 : STRUCTURED-ANSWER QUESTIONS (60 marks)**  
**INSTRUCTION(S) : Answer all FOUR (4) questions.**

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**Question 1:**

Answer (a) and (b) below on Public Relations. **(15 marks)**

- (a) Define “public relations.” **(5 marks)**
- (b) Briefly explain **FIVE (5)** main job functions of public relations with examples. **(10 marks)**

**Question 2:**

Answer (a) and (b) below on traditional mass media, the internet, and social media. **(15 marks)**

- (a) There are many differences between the traditional mass media and today’s social media. Explain **THREE (3)** major differences between the two platforms. **(9 marks)**
- (b) Briefly explain **THREE (3)** changes the Internet made to traditional media and the impact they have on you as a consumer. **(6 marks)**

**Question 3:**

Answer (a) and (b) below on the basic model of communication. **(15 marks)**

- (a) Illustrate the basic model of communication incorporating the **FIVE (5)** elements involved in the communication process. **(5 marks)**
- (b) Provide a brief explanation for each of the five elements. **(10 marks)**

**Question 4**

There are many platforms used in modern communication to deliver different messages to the masses. Choose any **THREE (3)** of the **FOUR (4)** platform pairings below and briefly discuss **TWO (2)** differences: **(15 marks)**

- (a) Radio and television;
- (b) Television and Facebook;
- (c) Hard copy newspapers and radio; and
- (d) Movies (seen in movie theatres) and television

**END OF PART A**

**PART B** : **SHORT-ESSAY QUESTIONS (40 marks)**  
**INSTRUCTION(S)** : Answer **BOTH (2)** questions.

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**Question 1:**

Answer (a), (b) and (c) below on “groupthink”. **(20 marks)**

(a) Explain the “groupthink” theory. **(4 marks)**

(b) Discuss how the “groupthink” theory impacts news management. **(4 marks)**

(c) Explain how the “groupthink” theory impacts news reporting in Malaysia **(4 marks)**

(d) Share **TWO (2)** examples of “groupthink” from your own experience and discuss your personal view of how those two “groupthink” incidences affected you positively or negatively. **(8 marks)**

**Question 2:**

In communication, there are **FOUR (4)** types of noise. **(20 marks)**

(a) Name and explain them. **(12 marks)**

(b) Use at least **ONE (1)** example for each type of noise. **(8 marks)**

*Note: All your examples must come from **ONLY mass communication**.*

*(You would not receive any marks if you gave examples from other types of human communication, like interpersonal communication.)*

**END OF EXAM PAPER**