



**SCHOOL OF COMMUNICATION & MEDIA ARTS
FACULTY OF LIBERAL ARTS**

FINAL EXAMINATION

Student ID (in Figures) :

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Student Name : _____

Subject Code & Name : **COM 1143 INTRODUCTION TO MASS COMMUNICATION**
 Semester & Year : May – August 2017
 Lecturer/Examiner : Steven K C Poh
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of two (2) parts:

PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.

PART B (80 marks) : Answer all FIVE (5) short answer 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, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality 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 of Hospitality.

Total Number of pages = 6 (Including the cover page)

PART B

INSTRUCTION(S)

: SHORT ANSWER QUESTIONS (80 marks)

: There are FIVE (5) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

- 1 (a) Define “public relations.” (5 marks)
- 1 (b) State at least five (5) main job functions of public relations with examples. (15 marks)

Question 2

- 2 (a) There are many differences between the traditional mass media and today’s social media. List and explain three (3) major differences between the two platforms. (9 marks)
- 2 (b) Briefly explain the role of the Internet to both. (6 marks)

Question 3

- 3 (a) Illustrate the basic model of communication incorporating the five (5) elements involved in the communication process. (5 marks)
- 3 (b) Provide a brief explanation for each of the element. (15 marks)

Question 4

Briefly explain three (3) strengths and two (2) weaknesses of newspapers and of television. (10 marks)

Question 5

Briefly explain Groupthink theory and how it impacts news management and news reporting in Malaysia (15 marks)

END OF EXAM PAPER