



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 2019
Lecturer/Examiner : Ms. Amalina Mustaffa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : SEVEN (7) structured questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : THREE (3) essay questions. Answer TWO questions. Answers are to be written in the Answer Booklet provided.
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 = 3 (Including the cover page)

PART A : SEVEN (7) STRUCTURED QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer ALL questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Communication can be understood as the process of using messages to generate meaning. Explain the meaning of the underlined words in this context. (3 marks)

Question 2

Describe public communication. (5 marks)

Question 3

Discuss **THREE (3)** types of noise in communication. Provide an example in your each of the discussion. (9 marks)

Question 4

List and explain **FIVE (5)** differences between verbal and non-verbal communication. (15 marks)

Question 5

One of the best-known strategies for encouraging creativity and avoiding the dangers is brainstorming. Examine all **FOUR (4)** important rules connected with this strategy. (8 marks)

Question 6

Discuss **FIVE (5)** disadvantages of coercive power. (10 marks)

Question 7

Differentiate between people-oriented listener and action-oriented listener. (10 marks)

END OF PART A

PART B : THREE (3) ESSAY QUESTIONS (40 MARKS)

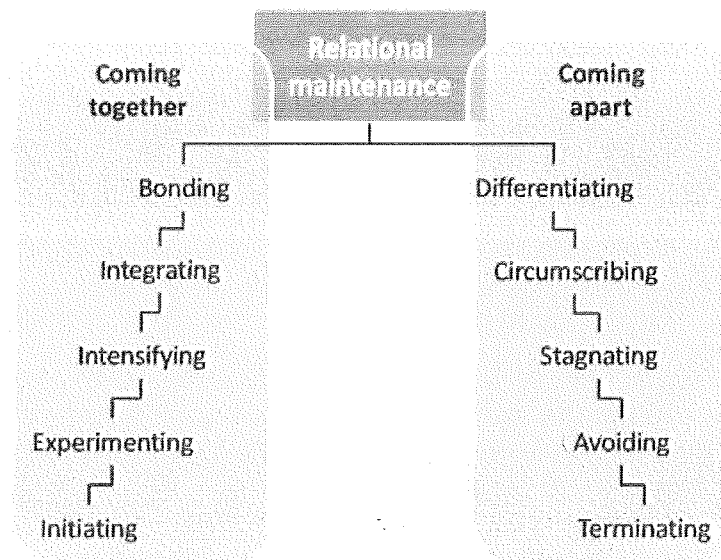
INSTRUCTION(S) : Answer TWO (2) questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Discuss **FIVE (5)** major types of human communication. (20 marks)

Question 2

The figure below describe one of the best-known explanations of how communication operates in relationships created by Mark Knapp, whose developmental model broke down the rise and fall of relationships into ten stages. Describe each stage shown in the figure. (20 marks)



Question 3

Although we can't listen effectively all the time, most people possess one or more habits that keep them from understanding truly important messages. Identify and discuss **FIVE (5)** faulty listening behaviours that have been discussed in class. (20 marks)

END OF PART B