



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 : **COM1604 Introduction to Mass Communication**
Trimester & Year : May - August 2019
Lecturer/Examiner : Ms Alicia Loo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : EIGHT (8) 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 = 4 (Including the cover page)

PART A : EIGHT (8) STRUCTURED QUESTIONS (60 MARKS)

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

Question 1

Define the concept of Penny Press. (4 marks)

Question 2

Explain **THREE (3)** strategies implemented by a local book publisher - Kualiti Books to remain competitive in the industry. (6 marks)

Question 3

Explain **FIVE (5)** news values. (10 marks)

Question 4

Dissonance theory argues that when confronted by new or conflicting information, people experience a kind of mental discomfort. As a result, we consciously and subconsciously work to limit or reduce that discomfort through three interrelated selective process. Explain the **THREE (3)** selective processes in dissonance theory. Support each selective process with an appropriate example. (9 marks)

Question 5

Explain **THREE (3)** types of magazine. Provide an example for each type. (9 marks)

Question 6

Explain **FOUR (4)** types of entertainment programme offered by television. (8 marks)

Question 7

Explain **FOUR (4)** methods to advertise on video games. (8 marks)

Question 8

Explain **THREE (3)** differences between public relations and advertising.

(6 marks)

END OF PART A

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

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

Question 1

Discuss any **FOUR (4)** major developments in the history of communication before the invention of printing press by Johannes Guternberg. (20 marks)

Question 2

Discuss **FIVE (5)** important events in the 1920s that had transformed the movie industry in the United States. (20 marks)

Question 3

Fowles listed 15 appeals that advertisers commonly use in their commercials. Explain any **TEN (10)** of the appeals. (20 marks)

END OF EXAM