



**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) : \_\_\_\_\_  
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Course Code & Name : **COM1504 Understanding Human Communication**  
 Trimester & Year : September – December 2019  
 Lecturer/Examiner : Ms Amalina Mustaffa  
 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.**

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**Question 1**

Describe the following **EIGHT (8)** elements of communication: (8 marks)

- a. Sender/Source
- b. Receiver/Audience
- c. Encoding
- d. Decoding
- e. Message
- f. Channel
- g. Feedback
- h. Process

**Question 2**

- a. Define noise in communication. (2 marks)
- b. Explain all **THREE (3)** types of noise. (6 marks)

**Question 3**

Name **TEN (10)** barriers to communication. (5 marks)

**Question 4**

Explain **THREE (3)** factors that could influence our perceptions. (6 marks)

**Question 5**

Describe **FIVE (5)** types of communication. (10 marks)

**Question 6**

Identify **THREE (3)** types of roles.

(3 marks)

**Question 7**

Recall and explain all **FIVE (5)** types of listening that we have discussed in class.

(10 marks)

**Question 8**

Examine the Five Stage Model of group development.

(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.**

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**Question 1**

Discuss all **FOUR (4)** types of nonverbal communication. (20 marks)

**Question 2**

a. Define small group communication according to Beebe. (2 marks)

b. List **TWO (2)** disadvantages working in groups/teams. (2 marks)

c. Discuss the differences between group and teams in terms of its roles and responsibility, rules, goals and methods. (8 marks)

d. Explain any **FOUR (4)** variables of small group communication. (8 marks)

**Question 3**

a. Explain what audience analysis is? (2 marks)

b. Discuss the **FOUR (4)** major sociological and demographical variables when exploring your sociological analysis of your audience. (12 marks)

c. Describe **SIX (6)** suggestions on how to cope with unwilling listeners. (6 marks)

**END OF EXAM**