



**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 : **COM1604 Introduction to Mass Communication**  
 Trimester & Year : September - December 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 = 3 (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**

Explain the differences between interpersonal communication and mass communication in terms of the source, receiver, message, feedback, and noise. (10 mark)

**Question 2**

Discuss **TWO (2)** effects of the Guternberg Revolution. (6 marks)

**Question 3**

Explain **THREE (3)** differences between consumer books and non-consumer books. (6 marks)

**Question 4**

Explain **SIX (6)** types of newspaper article. (12 marks)

**Question 5**

Explain any **FOUR (4)** types of job in a movie production. (8 marks)

**Question 6**

Differentiate sponsor-program television advertising from magazine-program television advertising. (4 marks)

**Question 7**

Daly, Henry, and Ryder introduced the concept “three legs of a stool” to indicate three important aspects that a magazine publisher should emphasize. Explain the **THREE (3)** aspects. (6 marks)

**Question 8**

The process of public relations involves four elements. Explain the **FOUR (4)** elements. (8 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.**

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**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**

The diffusion of innovation theory establishes five categories of adopters. Discuss the **FIVE (5)** categories. (20 marks)

**Question 3**

Discuss the background of **FOUR (4)** early newspapers in the history of newspaper in the United States. (20 marks)

**END OF EXAM**