



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **COM1504 Understanding Human Communication**
Trimester & Year : September – December 2020
Lecturer/Examiner : Ms Amalina Mustaffa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (50 marks) : **THREE (3) structured questions. Answer ALL questions. Answers are to be written in the column provided.**
PART B (50 marks) : **ONE (1) essay question. Answer ALL questions. Answers are to be written in the column provided.**
2. Candidates are not allowed to refer to any unauthorized materials during the online exam.

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)

INSTRUCTION(S) : ANSWER ALL QUESTIONS

Question 1

Explain any **THREE (3)** types of listening and identify the best listening skill that you would apply when communicating with your best friend who is sad because her 7-year-old cat, which she loves dearly just died. You must provide **TWO (2)** arguments on why the listening skill is suitable to be used. (10 marks)

Question 2

A human rights activist is giving a persuasive public speech on “Why we should have a three-day weekend”.

Based on the above speech topic, discuss **ALL** categories of body movements in human communication and highlight **TWO (2)** body movements that are essential to be emphasized during the public speech. You must include your opinion on why the two body movements are essential.

(15 marks)

Question 3

As a person trained in a conflict management area, you sense that the company you are working with now is experiencing some kind of internal conflicts. Discuss **FIVE (5)** possible ways people may act when they are in conflict so that the company will be able to overcome the conflict effectively.

(25 marks)

END OF PART A

INSTRUCTION(S) : ANSWER ALL QUESTIONS

The Johari Window model is a useful tool for illustrating and improving self-awareness, and mutual understanding between individuals within a group. The Johari Window is also use to assess and improve a group's relationship with other groups. This model is particularly useful in team development. Explain the following:

- a. What Johari Window is; (1 mark)
- b. All **FOUR (4)** areas in each window pane of the Johari; (20 marks)
- c. Illustrate the Johari Window Model; (9 marks)
- d. Illustrate the Johari Window Model based on the **TWO (2)** scenarios given below:

i. Scenario 1:

Suzana is married with three children - two boys and a girl. She just got a job in a new company. Her new co-workers knew a little about her. Although she felt sad leaving her old company which she had served for 17 years but she decided to join the new company anyway. Provide **TWO (2)** reasons why the window pane shifted / changed based on the scenario given. (10 marks)

ii. Scenario 2:

In the new company, Suzana spent most of her free time sketching the office which was her preferred pastime and her co-workers found her very shy and secretive. With that evaluation, she got the idea how she was to her new co-workers and tried to be more talkative and interacted more with other co-workers. (10 marks)

END OF EXAM