

FACULTY OF EDUCATION & ARTS

BACHELOR OF COMMUNICATION (HONS)

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **COM1504 UNDERSTANDING HUMAN COMMUNICATION**
Trimester & Year : September – December 2023
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
 - PART A (60 marks) : Answer ALL SIX (6) questions GIVEN. Write your answer in the Answer Booklet provided.**
 - PART B (40 marks) : Answer BOTH (2) questions given. Each question carries TWENTY (20) marks. Write your answer in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 Student Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including this cover page)

PART A : SHORT-ANSWER QUESTIONS (60 MARKS)
INSTRUCTION(S) : Answer **ALL SIX (6)** questions.

1. The three types of noise show how noise, as a technical term, contributes to the functions of human communication. Identify the **THREE (3)** types and explain them adequately. Illustrate your explanation with one specific example for each type. *(12 marks)*
2. Perception plays an important part in the functions of human communication. Our perception is affected by four types of selective activities. Explain the **FOUR (4)** types of selectivity. Provide **ONE (1)** example for each type. *(10 marks)*
3. Explain the **FOUR (4)** types of listening. *(8 marks)*
4. Creating the right group climate is important to the cohesiveness of a small group. Explain the **THREE (3)** factors that contribute to group climate. Also, name and explain the unintended, negative outcome of group cohesiveness. *(12 marks)*
5. Explain the Sapir-Whorf hypothesis. Why do some people have problems with the hypothesis? Explain **ONE (1)** reason. *(8 marks)*
6. Nonverbal communication includes the use of space. Explain the **TWO (2)** concepts considered to be essential to the study of space. Give **ONE (1)** example for each concept *(10 marks)*

END OF PART A

PART B : SHORT-ESSAY QUESTIONS (40 MARKS)
INSTRUCTIONS : Answer the **TWO (2)** questions given.

1. Intercultural communication is a major element of human communication. Answer (a), (b) and (c) below on intercultural communication. *(20 marks)*
 - (a) Explain intercultural communication.
 - (b) Discuss **THREE (3)** intercultural problems, using specific examples to illustrate.
 - (c) Explain co-culture and give **ONE (1)** example. Also, discuss the **THREE (3)** ways a co-culture engages or responds to the dominant culture.

2. Provide an example for **interpersonal communication** and for **mass communication**. Then, discuss their differences in terms of **sender, channel, and feedback**. Use specific examples to make clear your explanation. *(20 marks)*

END OF EXAM