FINAL
Examination Paper

(COVER PAGE)

Session : January 2008
Programme : Diploma In Mass Communication
Course : COM 116 : INTRODUCTION TO MASS COMMUNICATION
Date of Examination : 19th APRIL 2008
Time : 8.00AM – 11.00AM  Reading Time : Nil
Duration : 3 Hours

Special Instructions :

SECTION A : Multiple Choice. Answer ALL questions.
SECTION B : Answer ALL the questions. (Short answers)
SECTION C : Essay questions. Answer TWO questions.

Materials permitted : OMR

Material provided : Nil

Examiner : Ms Joanna Lee Chin Ai
Moderator : Mr Steven Tamil Chellvan

This paper consists of 7 printed pages, including the cover page.
SECTION A: Multiple Choice. Answer ALL questions. (40 marks)

1. The media warns you about an impending hurricane. It serves as a _____________ function.
   A Instrumental surveillance
   B Socialization
   C Interpretation
   D Beware Surveillance
   E Cognition

2. When there is misunderstanding in word usage, it is called ________________.
   A Source Barrier
   B Semantic Barrier
   C Environmental Barrier
   D Feedback Barrier
   E Mechanic Barrier

3. The person who writes ads is a _____________.
   A copywriter
   B boss
   C editor
   D staff writer
   E director

4. People who are in charge of the design of an ad are called _________________.
   A Author
   B Text director
   C Art Director
   D Account executive
   E Copywriter

5. Which Radio frequency yields better sound quality?
   A AM
   B FM
   C Hertz
   D AC
   E All of the above
6. Radio stations in Malaysia are organized according to their _________________.
   A cycle               B format
   C audience           D timing
   E all of the above

7. A rough version of a composed song is called a _________________.
   A Demo               B Dummy
   C Pilot              D Sample
   E All of the above

8. Protection for a person’s reputation is found under the laws that deal with ________.
   A Libel               B Slander
   C Libel per se       D Defamation
   E All of the above

9. The news of the Watergate scandal and Lion City case is called _________________.
   A soft news
   B investigative reporting
   C entertainment news
   D hard news
   E all of the above

   A tax increase
   A drought
   A hike in gasoline

10. All these events have the ___________ element of newsworthy stories.
    A timeliness         B proximity
    C sensational        D prominence
    E consequence
11. What is the importance of the mass media?
   I. Persuasive
   II. Interactive
   III. Information source
   IV. Entertainment source
   V. Binding influence

   A I, II, III, and IV  B II, III, IV, and IV
   C I, III, IV and V  D III, IV and V
   E All of the above

12. What are the primary mass media?
   I. Electronics
   II. Internet
   III. Print
   IV. Photographic
   V. Books

   A I, II, and IV  B II, III and V
   C I, IV and V  D I, III, and IV
   E III, IV, and V

13. Individuals use the mass media for

   I. Surveillance
   II. Decision making
   III. Social interaction
   IV. Diversion
   V. Self-Understanding

   A I, II, IV and V  B II, III, IV and V
   C II, IV and V  D None of the above
   E All of the above

14. What are the basic components in modern advertising?
   I. Paid form of communication
   II. Sponsored
   III. Reaches the mass
   IV. Personal

   A I, II, and IV  B I, III and IV
   C II, III, and IV  D I and II
   E I, II and III
15. Public Relations includes
   I. A management of function
   II. Two way communication
   III. Research based social science
   IV. Social Responsibility
   A I and II  B II and III
   C II, III and IV  D II and IV
   E All of the above

16. The creative brief is also known as ____________.
   A Communication strategy
   B Research outline
   C Copy Platform
   D Research Results
   E Product Concept

17. What does PRSA stand for?
   A Public Relation Service Association
   B Public Relation Students Association
   C Please Reboot System Application
   D Public Reconstruction System Alliance
   E Public Relation Society of America

18. In 1960, Benjamin Harris (Boston) published the first American Newspaper named ____________.
   A Boston Legal
   B Boston Publick
   C The Daily Farm
   D Publick Occurrences
   E The Boston Times

19. Feedback on films/movies is called ____________.
   A box office  B circulation
   C best seller list  D rating
   E all of the above
20. Which media has the highest reach?

A  Billboard  B  Radio
C  Magazine  D  TV
E  Newspaper

SECTION B  (40 marks)

Answer ALL the questions.

Question 1

Define what communication is and what the various elements in the communication process are.  (8 marks)

Question 2

Define the following:

(a) Interpersonal communication
(b) Machine-assisted communication
(c) Mass communication
(d) Traditional Communication  (8 marks)

Question 3

List the SIX (6) effects of the Gutenberg Revolution.  (6 marks)

Question 4

How does noise hinder the mass communication process?  (6 marks)

Question 5

Briefly explain the FOUR (4) key players in advertising  (8 marks)
Question 6

Define

(a) Hard News
(b) Featured / Soft News

SECTION C (20 marks)

Answer TWO (2) questions.

Question 1
What are the characteristics that determine newsworthiness?

Question 2
What are the FIVE (5) individual uses of the mass media?

Question 3
Explain clearly the THREE (3) stages of movie making.

Question 4
What are the FIVE (5) major components of mass communications?