Session : September 2008
Programme : Diploma In Mass Communication
Course : COM 116 : INTRODUCTION TO MASS COMMUNICATION
Date of Examination : 30 October 2008
Time : 11.00 am – 1.00 pm Reading Time : Nil
Duration : 2 Hours

Special Instructions :

Section A : Multiple choice questions. Answer ALL questions.
Section B : Answer any THREE (3) out of the FIVE (5) questions. (Short answer)
Section C : Answer any TWO (2). Essay questions.

IMPORTANT NOTE THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL
Materials permitted : Nil

Material provided : OMR

Examiner : Mr Phang Soon Cheong
Moderator : Mr. Steven Tamil Chellvan

This paper consists of 9 printed pages, including the cover page.
SECTION A

There are **THIRTY (30)** questions in this section. Answer **ALL** the questions. (30 marks). Choose the one you consider correct and record your choice in pencil on the Multiple Choice Answer Sheets provided.

1. The process of filming a commercial is
   (a) feedback.
   (b) source.
   (c) noise.
   (d) decoding.
   (e) encoding.

2. When there is a breakdown of a microphone during a speech, it is a
   (a) source barrier.
   (b) semantic barrier.
   (c) environmental barrier.
   (d) feedback barrier.
   (e) mechanic barrier.

3. The Internet allows you to chat with someone; it serves as a(n) ____________ function.
   (a) instrumental surveillance
   (b) socialisation.
   (c) interprétation.
   (d) beware surveillance.
   (e) cognition.

4. The person who oversees the production of a film is called the
   (a) copywriter.
   (b) producer
   (c) editor.
   (d) staff writer.
   (e) director.
5. Who invented metal printing?
   (a) The German.
   (b) E. W. Scripps
   (c) The Chinese.
   (d) Johan Gutenberg
   (e) The British.

6. Which of the following is an example in which we use media to perform the withdrawal function?
   (a) Reading the latest copy of Vanity Fair to keep you from being bored.
   (b) Watching a football game on TV because you bet on the games.
   (c) Listening to radio while caught in the jam.
   (d) Accompanying your girl friend to watch Shrek II.
   (e) Watching a DVD so people will leave you alone.

7. Broadcast news is reported in a(n) ____________ format.
   (a) square
   (b) pyramid
   (c) inverted pyramid
   (d) chronological
   (e) all of the above.

8. These were the publishers of newspaper in the late nineteenth century except
   (a) Joseph Pulitzer.
   (b) William Randolph Hearst.
   (c) Thomas Edison.
   (d) E. W. Scripps.
   (e) All of the above.

9. Early yellow journalism contributed these positive features:
   (a) It brought enthusiasm, energy and verve to the practice of journalism.
   (b) It brought exposure to prominent authors and led contemporary writing.
   (c) It helped popularize the use of layout and display devices.
   (d) A & B
   (e) All the above.
10. The first episode of a favorable TV programme is called the _________________.
   (a) demo
   (b) dummy
   (c) pilot
   (d) sample
   (e) all of the above.

11. Business to business advertising promotes
   (a) a specific brand
   (b) direct sales products
   (c) a common product
   (d) industrial products
   (e) a corporation

12. The person who is in charge of the design of an ad is called the _________________.
   (a) author
   (b) text writer.
   (c) art director.
   (d) account executive.
   (e) copywriter.

13. Which radio frequency yields better sound quality?
   (a) AM.
   (b) FM.
   (c) Hertz
   (d) AC.
   (e) All of the above.

14. Protection of a person’s reputation is found under the laws that deal with _________________.
   (a) libel.
   (b) slander.
   (c) libel per se.
   (d) defamation.
   (e) all the above.
15. Which media has the lowest reach?
   (a) Billboard.
   (b) Radio.
   (c) Magazine.
   (d) TV.
   (e) Newspaper.

   (a) round.
   (b) square.
   (c) pyramid.
   (d) inverted pyramid.
   (e) lead-driven.

17. Some judges may announce restrictive orders, or ________________ that restrain the participants in a trial from giving information to the media.
   (a) injunction
   (b) restraint order
   (c) gag rules
   (d) shield laws
   (e) all the above

18. Online newspapers have advantages over traditional newspapers except
   (a) online papers have no limitations on newshole.
   (b) online papers can be updated continuously.
   (c) online papers are interactive.
   (d) online papers’ staff tend to be old and experienced.
   (e) online papers are more flexible.

19. Radio stations in Malaysia are organized according to their ________________
   (a) cycle.
   (b) format
   (c) audience.
   (d) timing.
   (e) All of the above
20. Political and business news are called ____________.
   (a) soft news
   (b) investigative reporting
   (c) entertainment news
   (d) hard news
   (e) All of the above

21. A tax increase, a drought and a hike in gasoline; all these events have
    the ____________ element of newsworthy stories.
   (a) timeliness.
   (b) proximity
   (c) sensational
   (d) prominence.
   (e) consequence.

22. Advertising is a ________________ function.
   (a) management
   (b) marketing.
   (c) service
   (d) publicity
   (e) all of the above

23. Feedback for books is called the
   (a) box office.
   (b) circulation.
   (c) best seller list.
   (d) rating.
   (e) All of the above.

24. The person who plans events and writes the programme of a function is called the
   (a) editor.
   (b) director.
   (c) public relations officer.
   (d) advertiser.
   (e) reporter.
25. The toll-free number in a commercial is called the
   (a) encoder
   (b) message.
   (c) barrier.
   (d) sales technique.
   (e) feedback mechanism.

26. Which advertisers buy time on Malaysian TV stations?
   (a) National advertisers.
   (b) National spot advertisers.
   (c) Local advertisers.
   (d) B & C.
   (e) All of the above.

27. Analysing how media affects the society is called the
   (a) functional approach
   (b) utilization approach
   (c) macroanalysis approach.
   (d) critical and cultural approach
   (e) all of the above

28. Magazines provided to airline passengers or motel guests are examples of

   (a) paid circulation.
   (b) single-copy circulation.
   (c) control circulation.
   (d) retail circulation.
   (e) All of the above.

29. Most radio stations generate their income from this source of revenue.

   (a) Network advertising.
   (b) National spot advertising.
   (c) Local advertising.
   (d) Public service advertising.
   (e) Subsidiary advertising.
30. _____________ is the 4th step in an advertising campaign.

(a) Creating a theme
(b) Producing commercial
(c) Evaluation
(d) Determining marketing strategy
(e) All the above.

SECTION B

Answer THREE (3) out of the five questions. Short Answer. (30 marks)

Question 1

What is positioning? Give two positioning examples of any Malaysian companies. (10 marks)

Question 2

Explain briefly the four steps of a PR campaign. (10 marks)

Question 3

Explain the jobs of these media professionals.

(a) Copywriter
(b) Media Planner
(c) Public relations officer (10 marks)

Question 4

Describe with examples for the FIVE (5) elements that characterize newsworthy events. (10 marks)

Question 5

What is hard news? Provide THREE (3) examples and explain them briefly. (10 marks)
SECTION C

Essay questions. Answer TWO (2) only. (40 marks)

Question 1

What are the FOUR (4) principles which all journalists have to follow according to the Malaysian Journalist Society?

Question 2

Explain clearly the advertising campaign of Digi.

Question 3

Identify and explain the FOUR (4) invasion of privacy lawsuits.

Question 4

Describe clearly the 3 stages of movie making.

Question 5

What are the THREE (3) structures of the advertising industry?

- THE END -

COM116/F/Sep08/Puang Soon Cheong