



FINAL
Examination Paper
(COVER PAGE)

Session : April 2014

Programme : Diploma In Mass Communication (DMCN)

Course : COM 1101 : MASS COMMUNICATION AND RELATED THEORIES

Date of Examination : July 24, 2014

Time : 11:00am – 1:00pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Section A: Answer ALL Multiple-Choice questions.

Section B: Answer any THREE (3) short-answer questions.

Section C: Answer any TWO (2) essay questions.

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner (s) : Ms. Elillarasi Kuppusamy, Calvin Cheah Wei Chieh.

Moderator : Professor Dr. Md Salleh Bin Hj. Hassan

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

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DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1101: MASS COMMUNICATION AND RELATED THEORIES
FINAL EXAMINATION: APRIL 2014 SESSION

SECTION A

There are **THIRTY (30)** questions in this section. Answer **ALL** questions. Choose the one you consider correct and record your choice in pencil on the answer sheet. Each question carries 1 mark. (30 marks)

1. The following is an example of a media vehicle:
 - A. newspapers and magazines
 - B. radio stations
 - C. TV networks
 - D. all of the above
 - E. none of the above

2. Disintermediation eliminates the
 - A. source
 - B. middleman
 - C. customer
 - D. seller
 - E. receiver

3. The most important type of convergence that combines the functions of two or three devices into one mechanism is called
 - A. corporate convergence
 - B. operational convergence
 - C. device convergence
 - D. unlikely convergence
 - E. all of the above

4. An advantage of the functional approach to studying mass communication is that it
 - A. provides a perspective to examine mass communication
 - B. generates concepts that are helpful in understanding media behavior
 - C. makes us aware of the diversity of gratifications provided by the media
 - D. all of the above
 - E. none of the above

5. The creation of unstable superior and inferior positions that are continuously being negotiated through interpretations of meaning is known as
 - A. culture
 - B. ideology
 - C. hegemony
 - D. parasocial
 - E. all of the above

6. Which of these statements is true?
 - A. Blog needs a large staff
 - B. Many bloggers bypass gatekeepers
 - C. Start-up costs for Web sites are generally high
 - D. Web sites exist to make a profit
 - E. All of these

7. During the Penny Press era in 1835, James Gordon Bennett launched the *New York Herald*, which was an even rapid success than the
 - A. New York Sun
 - B. Tribune
 - C. New York Tribune
 - D. New York Times
 - E. Journal

8. The Internet has affected distribution in the book industry:
 - A. Because distributors have been eliminated
 - B. By decreasing production cost
 - C. By focusing on the largest division, trade publications
 - D. Because the distributor and/or the retailer can both be bypassed
 - E. None of these

9. The magazine industry is divided by the following function categories *except*
- A. production
 - B. distribution
 - C. advertising
 - D. subscriptions
 - E. C and D
10. This company provides data on the total audience for magazines by selecting a large sample of the magazine-reading public and conducts personal interviews with individuals to get an exposure score.
- A. Audit Bureau of Circulations (ABC)
 - B. Business Publication Audit (BPA)
 - C. Mediamark Research Inc. (MRI)
 - D. Nielsen/NetRatings
 - E. None of the above
11. The following are the divisions suggested by the Association of American Publishers, *except*
- A. Mass-market paperbacks
 - B. Book club
 - C. Science-fiction
 - D. Book club and mail order
 - E. Religious books
12. There are several reasons why movie theater ads are increasing in number.
- A. Many movie theaters are in financial difficulty, and several have filed for bankruptcy.
 - B. Advertisers know that they have a captive audience.
 - C. The moviegoing audience is young and has disposable income.
 - D. Movie theater ads work.
 - E. All of the above.

13. This films addressed more adult subject matter, such as adultery and homosexuality that could not be shown on TV.
- A. The Wizard of Oz
 - B. Cleopatra
 - C. Great Train Robbery
 - D. Ben Hur
 - E. Intolerance
14. Which of the following studio did NOT dominate the movie industry years from 1930-1950.
- A. Warner Brothers
 - B. Paramount
 - C. Century Fox
 - D. United Artists
 - E. MPPC
15. There are 100,000 TV homes in your market. Of these, 80,000 are using their sets. Of these, 20,000 are tuned to your program. What is the share of audience?
- A. 15%
 - B. 20%
 - C. 25%
 - D. 80%
 - E. 85%
16. Editors get the books they publish from:
- A. Manuscript submissions by agents
 - B. Unsolicited manuscripts sent by authors
 - C. Ideas generated by the editor
 - D. All of these
 - E. None of these
17. Color television was introduced to the public during the
- A. 1970s
 - B. 1960s
 - C. 1950s
 - D. 1940s
 - E. 1930s

18. The social implications of the Internet include each of the following *except*:
- A. lack of gatekeepers
 - B. lack of communication
 - C. information overload
 - D. privacy concerns
 - E. escapism and isolation
19. The following are the top four things people do when they go online, *except*:
- A. use e-mail
 - B. gossip
 - C. buy things
 - D. obtain the latest news
 - E. send instant messages
20. There is no universal accepted definition of public relations, but its function appears in almost all definitions.
- A. Marketing
 - B. Strategy
 - C. Management
 - D. Financial
 - E. Corporate
21. A PR campaign consists of the following stages; *except*
- A. Information gathering
 - B. Evaluation
 - C. Communication
 - D. Promoting
 - E. Planning

22. Trade in business to business advertising means that
- A. Advertising goods and services to wholesalers and retailers who, in turn, resell these items to a more general audience.
 - B. Advertising those items that are used in the further production of goods and services, such as copy machines, forklifts, and drill presses.
 - C. Advertising aimed at doctors, lawyers, architects, nurses, and others who might influence the buying process or use the product in their profession.
 - D. Advertising aimed at farmers and possibly including products such as feed, fertilizer, seeds and chemicals.
 - E. All of the above.
23. Which of the following is **NOT** one of the phases of the advertising campaign?
- A. Choosing the marketing strategy
 - B. Selecting the main appeal of theme
 - C. Producing the ads
 - D. Buying space and time
 - E. Targeting audiences.
24. In 1996 the _____ was passed to make more information available on the Internet.
- A. Freedom of Information Act (FOIA)
 - B. Electronic Freedom of Information Act (EFOIA)
 - C. Sunshine Act
 - D. USA Patriot Act
 - E. Information Gateway Act
25. Protection for a person's reputation is found under the laws that deal with defamation. What is the term for falsely written accusations, such as labeling a person a "thief" or a "swindler?"
- A. Libel
 - B. Slander
 - C. Libel per quod
 - D. Libel per se
 - E. Identification

26. Which of the following is **NOT** a defense against libel suits?
- A. Truth
 - B. Privilege
 - C. Comment
 - D. Justice
 - E. Criticism
27. Among the ethical principles of ethics, which principle is closely associated with Judeo-Christian ethics, summarized as "Love your neighbor as yourself?"
- A. The Veil of Ignorance
 - B. The Principle of Utility
 - C. The Principle of Self Determination
 - D. The Categorical Imperative
 - E. The Principle of the Golden Mean
28. Which category of the MPAA rating system replaced the X rating in 1990?
- A. PG-13
 - B. R
 - C. NC-17
 - D. G
 - E. PG
29. A theory of the press referred to as the *Western concept* that incorporates part of the original libertarian approach.
- A. Communist Theory
 - B. Developmental Theory
 - C. Libertarian Theory
 - D. Authoritarian Theory
 - E. Social Responsibility Theory
30. Prosocial behavior includes the following, *except*
- A. cooperating
 - B. helping
 - C. sharing
 - D. developing self-control
 - E. feasting

SECTION B

This section consists of **FIVE (5)** questions. Answer **THREE (3)** questions in the answer booklet. (30 marks)

1. What does noise do in the communication process? Name the types of noise.
2. Name and briefly describe **TWO (2)** phenomenons of wireless mobile media. Describe the concepts for each.
3. What are the **FOUR (4)** defining features of magazines?
4. What are the **FOUR (4)** main departments of film studio production and what are the functions of each department?
5. What are the **SIX (6)** phases of a typical advertising campaign?

SECTION C

Answer **TWO (2)** out of **THREE (3)** essay questions. (20 marks)

1. Describe how people use the mass media. In short, state **FOUR (4)** category-systems of the various *uses and gratifications*. What are the assumptions of *content and context* in determining the *uses and gratifications* approach?
2. There are several features of motion pictures. What are they? Also, few distinct phases are involved in producing motion pictures. Explain each phase.
3. Creating an online magazine as opposed to a print version requires additional skills and poses different challenges. Discuss some of these challenges.

-THE END-

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