



FINAL
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Mass Communication (DMCN)

Course : COM1102 / SGM1133 : HUMAN COMMUNICATIONS AND SOCIOLOGY

Date of Examination : July 23, 2014

Time : 2:00pm – 4:00pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

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

Section B: Answer any **TWO (2)** essay questions.

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Ms. Chew Tze Cheng, Mohd Khairul Irwan, Faris Hakim.

Moderator : Professor Dr. Md Salleh Bin Hj Hassan

This paper consists of 4 printed pages, including the cover page.

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DIPLOMA IN BUSINESS (DIB)
 DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY (DICTN)
 COM1102 / SGM1133: HUMAN COMMUNICATION AND SOCIOLOGY
 FINAL EXAMINATIONS: APRIL 2014 SESSION

SECTION A: (60 marks)

Instructions: This section consists of **FIVE (5)** short answer questions. Answer any **THREE (3)** out of the **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Define nonverbal communication. (4 marks)
- (b) Identify **SIX (6)** types of nonverbal communication. (6 marks)
- (c) Discuss any **FIVE (5)** functions of nonverbal communication? (10 marks)

Question 2

When a friend of yours caught speeding, you say he should have been more careful. But when you get caught, you deny you were driving too fast or say, "Everybody does it".

This scenario probably sounds familiar to you as we tend to attribute meaning to both our own actions and to the actions of others, but we often use different standards of comparison.

- (a) Explain briefly the **FIVE (5)** perceptual errors that can lead to inaccurate attributions. (10 marks)
- (b) We can guard against common perceptual tendencies and avoid unnecessary conflicts by doing perception checking. Explain the **THREE (3)** parts of perception check. (6 marks)
- (c) List down **FOUR (4)** situations which reflect the concept of *self-serving bias*. (4 marks)

Question 3

- (a) Define group. (2 marks)
- (b) Identify and briefly discuss any **FOUR (4)** powers in groups. (8 marks)
- (c) What are the **FIVE (5)** cultural influences on group communication? Explain. (10 marks)

Question 4

- (a) Define power. How does power differ from authority? (5 marks)
- (b) Identify and explain **THREE (3)** types of authority? (6 marks)
- (c) What is the difference between direct democracy and representative democracy? (6 marks)
- (d) List the **THREE (3)** branches of the federal government that serve as the checks and balances of power. (3 marks)

Question 5

Deviance is the violation of rules and norms. As for the result of such act, the person will be punished such as being sent to the prison.

- (a) Discuss briefly the **FOUR (4)** primary reasons for imprisonment. (8 marks)
- (b) What are the other **TWO (2)** types of reactions to deviants? Explain briefly. (4 marks)
- (c) In your opinion, is isolation from society and being deprived from living life like normal human beings will eventually “purify” the deviants so that they can mingle around among us? Justify your answer. (8 marks)

SECTION B: (40 marks)

Instructions: This section consists of **FOUR (4)** essay questions. Answer any **TWO (2)** out of the **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

Nonverbal communication differs in several important aspects from spoken and written language. The differences suggest some reasons why it is so valuable to focus on nonverbal behaviour.

Write an essay not more than 350 words on the differences between nonverbal and verbal communication. Ensure to provide elaboration and relevant examples to support your argument.

(20 marks)

Question 2

Explain George Herbert Mead’s theory of social development and the process by which we learn to “take the role of the other.”

(20 marks)

Question 3

What are the **FIVE (5)** techniques of neutralization identified by Gresham Sykes and David Matza? Provide an example of each.

(20 marks)

Question 4

Explain in detail how the factors of nature and nurture are essential for healthy human development. Provide elaboration and relevant examples to support your points.

(20 marks)

-- THE END --

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