



**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2014

Programme : Diploma In Mass Communication (DMCN)

Course : COM 1101 : MASS COMMUNICATION AND RELATED THEORIES

Date of Examination : March 10, 2014

Time : 8:00am – 10:00am 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. Rafidahtul Bt. Abdul Rahim

Moderator : Professor Dr. Md Salleh Bin Hj. Hassan

This paper consists of 8 printed pages, including the cover page.

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

**SECTION A : 30 marks**

Instruction: This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the OMR sheet provided. Each question carries 1 mark.

- 1) Channels are \_\_\_\_\_.
  - a) the amount of station that exist in television.
  - b) the ways the message travels
  - c) the actual physical product that the source encodes
  - d) all of these
  - e) none of these
  
- 2) Decoding process involves \_\_\_\_\_.
  - a) interpretation
  - b) translation
  - c) meaning
  - d) all of these
  - e) none of these
  
- 3) Which of the following is a media vehicle?
  - a) The radio industry
  - b) The *News Straits Times*
  - c) The television industry
  - d) The film industry
  - e) All of these
  
- 4) The television program *Akademi Fantasia* is an example of a:
  - a) source
  - b) encoder
  - c) message
  - d) channel
  - e) receiver
  
- 5) Which of these is an example of negative feedback?
  - a) Getting a raise because you developed a new product
  - b) Earning an A after studying very hard
  - c) Getting a standing ovation after a good performance
  - d) Talk radio host hanging up on a caller.
  - e) None of these

- 6) Feedback is most limited in which communication setting?
- Interpersonal
  - Machine-assisted interpersonal
  - Mass
  - Encoding-assisted mass
  - Gatekeeper-based
- 7) Feedback can be \_\_\_\_\_.
- immediate
  - delayed
  - impossible
  - all of these
  - none of these
- 8) Which of the following is the types of noise?
- Semantic
  - Mechanical
  - Environmental
  - All of these
  - None of these
- 9) Interpersonal communication can be \_\_\_\_\_.
- private
  - public
  - pinpoint
  - all of these
  - none of these
- 10) Which of the following is NOT a characteristic of machine-assisted interpersonal communication?
- Encoding becomes less important
  - Source and receiver may be separated by space
  - Source and receiver may be separated by time
  - It may give permanence to the message
  - It relies on technology
- 11) The differences between mass communication and machine assisted communication:
- are not always all that clear
  - are blurred by the Internet
  - are blurred by the World Wide Web
  - all of these
  - none of these

- 12) Which one of these is NOT the convergence disadvantages of media?
- a) Skill convergence
  - b) Fewer independent sources of information
  - c) Employee cutbacks
  - d) All of these
  - e) None of these
- 13) 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
- 14) A smartphone with an integrated navigation system is an example of:
- a) operational convergence
  - b) device convergence
  - c) symbiotic convergence
  - d) consolidation convergence
  - e) corporate convergence
- 15) Which of the following has increased the mobility of the mass media?
- a) PDAs
  - b) iPods
  - c) Cell phones
  - d) Laptop computers
  - e) All of these
- 16) Until about the 12<sup>th</sup> century, most books in Europe were produced by:
- a) wealthy hobbyists
  - b) monks
  - c) professional transcribers
  - d) immigrant tradespeople
  - e) cloistered women
- 17) In the early days of book publishing, publishers functioned as:
- a) mechanics
  - b) printers
  - c) politicians
  - d) teachers
  - e) paste-up artists

- 18) Which of the following describes the contemporary book industry?
- a) Consolidation continues
  - b) Online booksellers have changed the way books are sold
  - c) The content of books is remarkably varied
  - d) An increasing number of outlets are selling books
  - e) All of these
- 19) With \_\_\_\_\_, books don't have to be printed on paper to be distributed.
- a) e-commerce
  - b) databases of book content
  - c) printing on demand
  - d) niche marketing
  - e) e-books
- 20) In the book publishing industry, social media:
- a) is an untapped resource
  - b) is largely ignored by established authors
  - c) has grown to include sites for aspiring authors.
  - d) all of these
  - e) none of these
- 21) Which of these is an example of user-generated content?
- a) Crossword puzzles
  - b) Wiki novel
  - c) Serialized drama
  - d) None of these
  - e) All of these
- 22) Which of the following is NOT a defining feature of books?
- a) They are the least "mass" of the mass media
  - b) They are widely considered "disposable" media
  - c) They are the oldest of the mass media
  - d) They are the most enduring of the mass media
  - e) Their cultural impact can far outweigh their audience size
- 23) The book publishing industry is experimenting with social media by:
- a) using it for promotion
  - b) using it for message boards
  - c) letting readers submit questions
  - d) distributing novels
  - e) all of these

- 24) \_\_\_\_\_ are soft-bound books that have their major sales in places other than bookstores (such as supermarkets and newsstands).
- a) Trade books
  - b) Mass market paperbacks
  - c) Popular press books
  - d) Point of purchase books
  - e) Retail books
- 25) The book industry can be divided into three segments: publishers, distributors, and \_\_\_\_\_.
- a) retailers
  - b) wholesalers
  - c) marketers
  - d) authors
  - e) consumers
- 26) The Internet has affected distribution in the book industry:
- a) because distributors have been eliminated
  - b) because the distributor and/or the retailer can both be bypassed
  - c) by focusing on the largest division, trade publications
  - d) by decreasing production costs
  - e) none of these
- 27) The editorial department of a publishing company is responsible for:
- a) determining which manuscripts to publish
  - b) conducting focus groups and other research to test a book's marketability
  - c) determining and implementing the most effective promotion campaign
  - d) assessing what the book's retail price should be
  - e) all of these
- 28) Which department oversees the physical design of the book?
- a) Promotion
  - b) Publicity
  - c) Editorial
  - d) Production
  - e) None of these
- 29) 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

- 30) Money from \_\_\_\_\_ is the most important of the following potential revenue sources for book publishers.
- a) secondary market revenues
  - b) book sales
  - c) subsidiary rights
  - d) operating revenues
  - e) none of these revenue sources is that important

**SECTION B : 30 marks**

Instruction: This paper consists of **FIVE (5)** questions. Answer **THREE (3)** questions in the answer booklet.

**Question 1**

List **FIVE (5)** types of contemporary broadcast television (10 marks)

**Question 2**

List **FIVE (5)** categories of a magazine content. (10 marks)

**Question 3**

One of the ways to categorize the print magazine industry is to divide by functions into the industry's three main segments. Explain all **THREE (3)** segments with appropriate example. (10 marks)

**Question 4**

One of the departments that included in producing a radio programs is production. List **THREE (3)** staff under production department and explain their responsibility in that particular department. (10 marks)

**Question 5**

Define each term below:

- Culture:
- Text:
- Meaning:
- Polysemy:
- Microanalysis:

(10 marks)

**SECTION C : 40 marks**

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

**Question 1**

Mobile media serve some of the traditional media functions. Explain **FOUR (4)** mobile media services with appropriate example. (20 marks)

**Question 2**

Cell phone use has resulted in new phenomenon in our society such as “time softening.” What other social phenomenon have you observed caused by cell phone usage? (20 marks)

**Question 3**

Creating an online magazine as opposed to a print version requires additional skills and poses different challenges. Discuss some of these challenges. (20 marks)

**-The End-**

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