

**Final**  
**ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	January 2021
Programme	:	Diploma in Mass Communication (DMC/DMCN)
Course	:	COM1113: HUMAN COMMUNICATIONS
Date of Examination	:	
Time Start	:	March 12, 2021(Friday) @ 10:00am
Time End	:	March 13, 2021 (Saturday) @ 10:00am
Duration		24 Hours
<b>Special Instructions</b>	:	Answer <b>ALL</b> questions.
Material Permitted	:	Nil
Material Provided	:	Nil
Examiner(s)	:	<b>Wilfred Tan Kwang Shean;</b> Awang Masrin Bin Awang Mohd Noor
Chief Moderator	:	Mohd Khairul Irwan Mansor

*This paper consists of 3 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM1113: HUMAN COMMUNICATIONS  
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2021 SESSION  
24-HOUR TAKE HOME EXAMINATION

**Instruction:**

You are required to answer **ALL** questions. (100 marks)

Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, eg 1 (a), 1 (b). You will be given 24 hours to complete and submit your answer to Blackboard.

The acceptable SafeAssign similarity percentage is 0-25%. From 26%-50%, your total marks will be deducted by 20%. Above 50% your marks will be deducted by 50%. Please do write your answers using your own word, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually.

**Question 1**

Scenario 1

Mary just finished her 4 hours cheerleading practice and was on her way back home. Minutes after she drop off from the bus, she received an incoming video call from her boyfriend, Alex while she had another 10 minutes journey back to her home. Alex was at a pub and he wanted to talk to Mary immediately. She sensed that Alex was serious about getting her into a conversation; hence, she went to the nearest park to talk to him. The data connection was not quite stable yet she tried her best in communicating with him despite the park filled with people exercising and having recreational activity. Unfortunately, the news Alex gave her was devastating, as he wanted a break up. Mary started crying and Alex tried explaining the reasons of his decision.

Based on Scenario 1,

(a) Distinguish the type of communication model that Mary and Alex used.

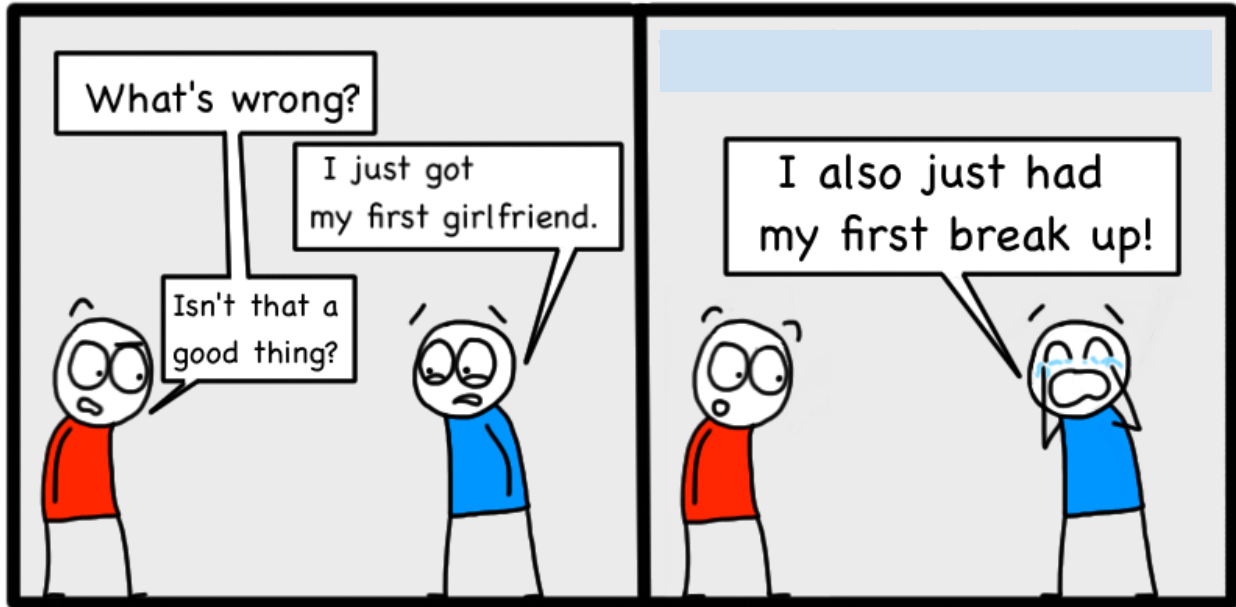
(10 marks)

(b) Discuss the **THREE (3)** types of noises found between the communication process of Mary and Alex.

(15 marks)

**(Total 25 marks)**

Question 2



(a) Explain **ONE (1)** type of listening which suits best based on the illustration shown above.

(5 marks)

(b) Based on the illustration shown above, explain the **FOUR (4)** stages of listening with relevant examples. Your answer should be within 350 to 400 words.

(20 marks)

**(Total 25 marks)**

Question 3

Mark Knapp's relationship model explains how relationships grow and last and how they end.

Discuss the **TEN (10)** stages of Knapp's relationship model by providing relevant examples from the relationship with your college classmates.

Your answer should be within 500 – 600 words.

**(50 marks)**

**~THE END~**