



FINAL EXAMINATION

DIPLOMA IN CORPORATE COMMUNICATION

COURSE	: INTRODUCTION TO MASS COMMUNICATION
COURSE CODE	: CMM1013
DURATION	: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **TWO (2)** parts : PART A (3 questions)
: PART B (3 questions)
2. Answer ALL questions from PART A and PART B in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into examination hall.
5. Please write your answer using permanent ink.

MYKAD/ PASSPORT NO : _____

ID. NO. : _____

LECTURER : _____

SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 3 printed pages including the front page.

PART A: STRUCTURED QUESTION**Instruction: Answer ALL questions.**

1. Despite changes in technology and media, the book industry maintains certain fundamental traits.

a. Define the Stamp Act with relevant examples to support your answer.

(4 marks)

b. List **SIX (6)** realities that define the book industry.

(6 marks)

(Total: 10 marks)

2. The newspaper industry has evolved over the years through technological innovations, changes in readership, and the rise of digital media.

a. Define the national daily newspaper with relevant examples to support your answer.

(4 marks)

b. State **SIX (6)** of the historical timelines of the newspaper industry.

(6 marks)

(Total: 10 marks)

3. The film industry has evolved significantly over time, marked by important technological advancements, cultural shifts, and influential films.

a. Define concept movies with relevant examples to support your answer.

(4 marks)

b. Briefly explain **THREE (3)** component systems.

(6 marks)

(Total: 10 marks)

(TOTAL: 30 MARKS)

PART B: SHORT ESSAY

Instruction: Answer ALL questions.

1. The radio industry continues to evolve in response to technological developments, audience preferences, and media consumption patterns. Briefly explain **FIVE (5)** scopes and natures of the radio industry. Provide examples to support your answers.
(10 marks)
2. The television (TV) industry is rapidly evolving due to technological innovation and media convergence. Briefly explain **FIVE (5)** key trends and convergence practices shaping the TV industry. Provide examples to support your answers.
(10 marks)
3. The Internet has significantly transformed how people live, work, and interact. Briefly explain **FIVE (5)** ways in which the Internet has re-conceptualized everyday life. Provide examples to support your answers.
(10 marks)

(TOTAL: 30 MARKS)

(TOTAL: 60 MARKS)

END OF QUESTION PAPER

