

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION****COURSE : INTRODUCTION TO COMMUNICATION
AND MEDIA STUDIES****COURSE CODE : CMM3063****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **THREE (3)** parts : PART A (10 questions)
: PART B (4 questions)
: PART C (1 question)
2. Answer **ALL** questions from PART A, PART B and PART C.
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 the examination hall.
5. Please write your answer using permanent ink.

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DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*This question paper consists of 4 printed pages including the front page.***CONFIDENTIAL**

PART A: DEFINITION

Instruction: Define the following terms. Provide an example to support your answers.

1. Mass Communication (2 marks)
2. Media Literacy (2 marks)
3. Cultural Repository (2 marks)
4. Sales Representative (2 marks)
5. Media Conglomerates (2 marks)
6. Tabloid (2 marks)
7. Greenwashing (2 marks)
8. Freebies (2 marks)
9. Gatekeepers (2 marks)
10. New Media (2 marks)

(TOTAL: 20 MARKS)

PART B: SHORT ESSAY

Instruction: Answer ALL questions.

1. Gutenberg's major innovation combined existing technologies including oil-based ink, paper and screw press. Briefly explain **FIVE (5)** important events in book publishing industry.
(10 marks)
2. Circulation is a key measure of a newspaper's reach and influence, and it's often audited by organizations. Briefly explain **FIVE (5)** ways in which technology has transformed newspapers production.
(10 marks)
3. Boston Tea Party was a famous event in American history during the lead-up to the American Revolution. Briefly explain **FIVE (5)** PR activities with appropriate examples.
(10 marks)
4. Rather than one-way communication, communication on today's compatible digital network means someone can receive and send information simultaneously, without barriers. Briefly explain **FIVE (5)** changes in mass communication process.
(10 marks)

(TOTAL: 40 MARKS)

PART C: LONG ESSAY

Instruction: Answer the question below.

1. Avatar (directed by James Cameron) was not only the highest-grossing film of 2009 but went on to surpass Titanic as the highest-grossing film of all time by January 25, 2010. Explain **FIVE (5)** results of the blockbuster mentality. Provide examples to support your answers.

(20 marks)

(TOTAL: 20 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER