

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION****COURSE : EFFECTIVE HUMAN COMMUNICATION****COURSE CODE : CCM3013****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
: PART B (1 question)
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 the 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: SHORT ESSAY

Instruction: Answer ALL questions.

1. Self-awareness is the ability to recognize and understand your own strengths, weaknesses, thoughts, feelings, and personality traits. Describe **THREE (3)** elements of self-awareness according to the Johari Window theory. Provide examples to support your answer.
(15 marks)
2. Color is an important element of nonverbal communication. Briefly explain **FIVE (5)** colors and their meanings in different cultural contexts.
(15 marks)
3. The use of language can influence perceptions, beliefs, and attitudes in society. Briefly explain **FIVE (5)** ways language shapes attitudes.
(15 marks)
4. Relationships are a fundamental part of human life and develop through different stages over time. Briefly explain **FIVE (5)** stages of a relationship and give relevant examples.
(15 marks)

(TOTAL: 60 MARKS)

PART B: LONG ESSAY

Instruction: Answer the following question.

1. Group decision-making involves collective collaboration to reach decisions, but individualistic roles appear when a member puts personal priorities above the group's goals. Discuss **FIVE (5)** types of individualistic roles in group communication and provide examples.

(20 marks)

(TOTAL: 20 MARKS)

(TOTAL MARKS: 80 MARKS)

END OF QUESTION PAPER

