
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2002/2003 Academic Session

February / March 2003

Bachelor of Communication

YKT 102 – INTRODUCTION TO MASS COMMUNICATION

Time : 3 hours

Instruction To Candidate:

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** pages.

Answer question **ONE [1]** and **TWO [2]** other questions.

Each question carries 100 marks.

1. Describe, with examples, the following concepts.
 - (a) Noise and filters.
 - (b) Allocative and operational controls.
 - (c) Perfect competition, semi-perfect competition, oligopoly and monopoly.
 - (d) Technological determinism and cultural determinism.

2. The production of media programmes is not done according to the whims of media personnel. Discuss the factors that influence media productions.

3. Print media are having decreasing readership with the advent of the Internet. Do you agree or disagree with this statement? Why?

4. Radio industry is facing stiff competition from television industry. Why? Discuss ways in which the radio industry can sustain its audience.

5. Differentiate public relations from advertising.