



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	PSYCHOLOGY OF COMMUNICATION
COURSE CODE	EPSY1414
DATE/DAY	15 FEBRUARY 2024 / THURSDAY
TIME/DURATION	02:00 PM - 04:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES:

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 4 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

There are THREE (3) questions in this exam paper. Answer ALL questions in the answer booklet provided. [50 MARKS]

Terdapat TIGA (3) soalan di dalam kertas peperiksaan ini. Sila jawab SEMUA soalan dalam buku jawapan yang disediakan. [50 MARKAH]

QUESTION 1 (15 Marks)

Understanding the intricate relationship between perception and communication is important in navigating the complexities of human interaction.

- a) Elaborate about non-verbal cues in interpersonal communication. Support your answer with **ONE (1)** relevant example. (5 marks)
- b) Summarize the relationship between perception and empathy in interpersonal communication. Give **ONE (1)** example to support your point. (5 marks)
- c) Provide **TWO (2)** examples to illustrate how technology alters the way individuals perceive information and engage in interpersonal communication. (5 marks)

SOALAN 1 (15 Markah)

Memahami intrikasi hubungan antara perception dan komunikasi adalah penting dalam navigasi kompleks interaksi antara manusia.

- a) Terangkan mengenai isyarat bukan lisan dalam komunikasi interpersonal. Sokong jawapan anda dengan **SATU (1)** contoh yang relevan. (5 markah)
- b) Rumuskan hubungan antara persepsi dan empati dalam komunikasi interpersonal. Berikan **SATU (1)** contoh untuk menyokong pandangan anda. (5 markah)
- c) Berikan **DUA (2)** contoh untuk mengilustrasikan bagaimana teknologi mengubah cara individu menganggap maklumat dan terlibat dalam komunikasi interpersonal. (5 markah)

QUESTION 2

(20 Marks)

Attribution theory offers insights into how individuals perceive and explain the behaviors of themselves and others. Understanding the nuances of attribution theory is crucial in unraveling the complexities of human judgment and interaction.

- a) Define **Attribution Theory**. (5 marks)
- b) Differentiate between **Fundamental Attribution Error** and **Self-Serving bias**. (5 marks)
- c) Suggest **FIVE (5)** strategies to enhance communication and minimize attributions. Provide **ONE (1)** example for each strategy. (10 marks)

SOALAN 2

(20 Markah)

Teori Penyebab memberi kecelikan akal bagaimana individu melihat dan menerangkan tingkah laku diri sendiri dan orang lain. Memahami perincian teori atribusi adalah penting dalam membongkar kompleksiti penilaian dan interaksi manusia.

- a) Terangkan maksud **Teori Penyebab**. (5 markah)
- b) Bezakan antara **Fundamental Attribution Error** dan **Bias Swadiri**. (5 markah)
- c) Cadangkan **LIMA (5)** strategi untuk meningkatkan komunikasi dan mengurangkan ralat penyebab. Berikan **SATU (1)** contoh untuk setiap strategi. (10 markah)

QUESTION 3

(15 Marks)

Scenario: Communicating with Colleagues

A senior manager in a bank has an argument with a bank clerk who is often arriving late to the office. From the point of view of the senior manager, the bank clerk is "lazy" and "irresponsible". The manager reprimands the clerk in front of his colleagues and makes sarcastic remarks to criticise the clerk's behaviour in meetings.

From the point of view of the bank clerk, the senior manager is constantly calling him out because he dislikes him.

- a) Describe the communication climate best describe the scenario. Provide **ONE (1)** example from the scenario to support your answer. (5 marks)
- b) Explain **FIVE (5)** importance of Communication Climate. (10 marks)

SOALAN 3

(15 Markah)

Senario: Komunikasi antara Rakan Sekerja

Seorang pengurus kanan di sebuah bank bertelagah dengan seorang kerani bank yang selalu lewat datang ke pejabat. Dari sudut pandang pengurus kanan, kerani bank itu 'malas' dan 'tidak bertanggungjawab'. Pengurus itu menegur kerani tersebut di hadapan rakan sekerja lain dan membuat komen sinis untuk mengkritik tingkah laku kerani itu dalam mesyuarat.

Dari sudut pandang kerani bank, pengurus kanan sentiasa menegurnya kerana tidak menyukainya.

- a) Terangkan iklim komunikasi yang terbaik menggambarkan senario tersebut. Berikan **SATU (1)** contoh dari senario untuk menyokong jawapan anda. (5 markah)
- b) Terangkan **LIMA (5)** kepentingan Iklim Komunikasi. (10 markah)

*** END OF QUESTION PAPER ***