



# FINAL EXAMINATION

SESSION: JANUARY-MAY 2014

**SUBJECT** : INTERVIEWING SKILL  
**SUBJECT CODE** : BJD 2073  
**COURSE CODE** : DEL  
**SEMESTER** : 4  
**DURATION** : 3 HOURS  
**DATE** : 15 MAY 2014

Section	Question	Course outcome	Program outcome	Marks

**Instructions to candidates**

- (a) Answer ALL questions.
- (b) Answers should be written in blue or black ball point
- (c) Answer should be written in the answer sheets provided



11. The following are the types of resume **EXCEPT**
- A. Chronological resume
  - B. Functional resume
  - C. Scannable resume
  - D. Fictional resume
12. What is an EEO law?
- A. Eliminate equal opportunity
  - B. Equal employment opportunity
  - C. Equal employees' opportunity
  - D. Eliminate employees' opportunity
13. Many organizations are using testing as a supplement in the recruiting process.
- A. Basic skills test
  - B. Personality test
  - C. Honesty test
  - D. All of the above
14. Which of the following is **NOT SUITABLE** to describe the skeptical interviewees?
- A. Interviewees is not confident with the performance of interviewer
  - B. The skeptical interviewee is superior to the interviewer
  - C. Interviewer is not confident with the interviewee's answer
  - D. All of the above can describe the skeptical interviewees
15. What is the purpose of persuasive interview?
- A. To explore a topic or issue
  - B. To describe a situation or event
  - C. To explain a phenomenon
  - D. None of the above
16. Which of the following are guidelines to use the telephone in the survey interview?
- A. Develop an informal style that is courteous and friendly
  - B. Speak clearly, distinctly and slowly
  - C. Do not give a person a reason to hang-up
  - D. All of the above
17. Which of the following is an example of survey interview?
- A. To explain a phenomenon



- B. To change the voters attitude
- C. To raise fund for poor people
- D. To recruit students in the college

18. Why note taking is important in the journalistic interview?

- A. Shows that the journalists are concerned about accuracy
- B. Shows that the journalists are interested to the interviewee
- C. Journalist does not have worry about machine breakdown
- D. All of the above

19. As a journalist, how you can show that you are not interested to hear other lengthy answers from the talkative respondent?

- |                            |                           |
|----------------------------|---------------------------|
| A. Maintaining eye contact | C. Continuing note taking |
| B. Glancing at a watch     | D. Remaining silent       |

20. Which of the following represent the clearinghouse probes?

- I. Encourage respondents to volunteer information
  - II. It can be used if a silent probe fails to get at what is needed
  - III. Question that restates all of the original questions
  - IV. A brief phrase that urges a respondent to continue answering.
- |                  |                      |
|------------------|----------------------|
| A. I only        | C. I, II and IV only |
| B. I and IV only | D. All of the above  |

## PART II: True or False (10 Marks)

1. A question is any statement or nonverbal act that invites an answer.
2. An interview is interactional because there is an exchanging or sharing of roles, responsibilities and information.
3. Research organizations use surveys to measure public opinion and provide reports.
4. Basic skills test measure mathematics, measurement and reading or spelling skills.
5. In problem solving interviews, the roles of interviewers and interviewees are equally shared.
6. An interview never involves more than one party.
7. Relationships are enhanced when both parties share control and seek to dominate the interview.



8. Sex and culture of interview participants may influence the level of communication interactions.
9. The repeat strategy enables the interviewee to determine if an interviewer is consistent in responses a topic.
10. Asking and answering questions are important in all interviews such as market surveys and journalistic interviews.

**SECTION B: STRUCTURED (40 Marks)**

1. (a) List TWO (2) purposes of the survey interview. (2 marks)  
 (b) Describe FOUR (4) types of the question strategies. (8 marks)  
 Total: 10 marks
  
2. a) Identify TWO (2) guidelines of listening for comprehension. (2 marks)  
 b) Describe non-verbal communication with TWO (2) relevant examples. (4 marks)  
 c) State TWO (2) ways on how women and men communicate. (4 marks)  
 Total: 10 marks
  
3. a) State the common mistakes made by men AND women during an interview session.  
 Provide TWO (2) of each mistakes. (4 marks)  
 b) Interviews share characteristics with intimate interactions, social conversations, small groups and presentations, but they are significantly different. Discuss THREE (3) essential elements of interviews. (6 marks)  
 Total: 10 marks
  
4. (a) Explain TWO (2) types of closed questions. You may include relevant examples to support your answer. (4 marks)  
 (b) Discuss THREE (3) common question pitfalls. (6 marks)  
 Total: 10 marks



**SECTION C: LONG ESSAY (30 Marks)**

1. You are going to interview a Deputy Director of Public Relations at his office personally. Your editor recommends the tape recorder as the best way to record information during the interview. Briefly explain the advantages and disadvantages of tape recording in journalistic interview.

Total: 10 Marks

2.

## Sport Desk Reporter

Kuantan

**Requirements:**

The following are some of the attributes that we are looking for in a candidate:

- Must possess at least a Diploma, Advanced/Higher/Graduate Diploma or Bachelor's Degree in Mass Communication and Journalism.
- Good command of Bahasa Malaysia and English
- Preferably outgoing personality & able to work independently
- Fresh graduates are encouraged to apply.

*Attractive remuneration packages await the successful candidate.*

**KosmoSinar Daily Sdn Bhd**

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Study the advertisement above and answer the questions below:

- a. Write a cover letter for the position. (10 Marks)
- b. Write a resume for the position using chronological format. (10 Marks)

*End of question paper*



