



**KOLEJ UNIVERSITI TEKNOLOGI TUN
HUSSEIN ONN**

**PEPERIKSAAN AKHIR
SEMESTER I
SESI 2006/07**

NAMA MATA PELAJARAN : TECHNICAL COMMUNICATION I
KOD MATA PELAJARAN : UMB 1112
KURSUS : DDT/DEE/DET/DEX/DFA/DFT/
DFX/DIT
TARIKH PEPERIKSAAN : NOVEMBER 2006
JANGKA MASA : 2 JAM
ARAHAN : JAWAB SEMUA SOALAN DI
DALAM BUKU JAWAPAN
YANG DISEDIAKAN

KERTAS SOALAN INI MENGANDUNGI 3 MUKA SURAT

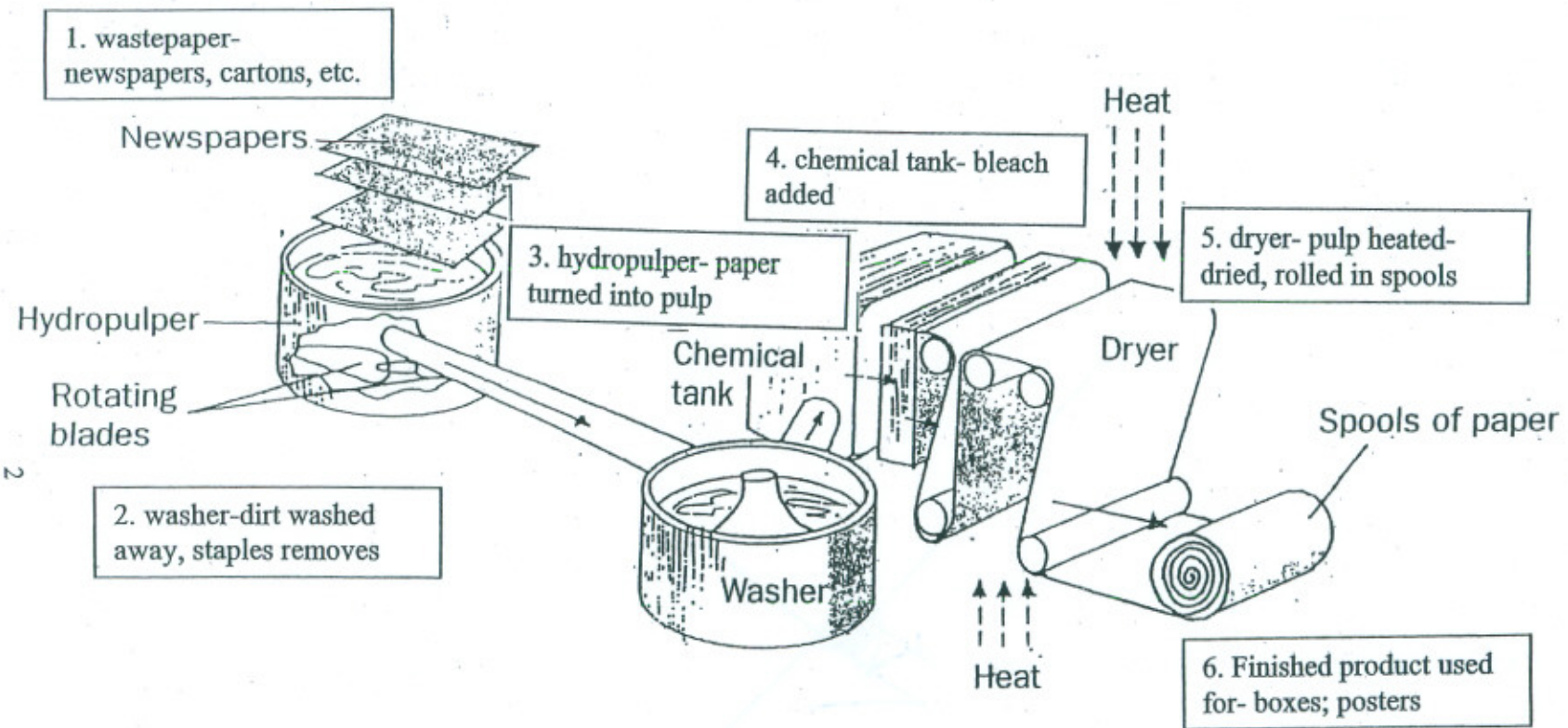


Figure 1: Wastepaper Recycle Process

(50 marks)

Q1 Write a process explanation on "How Wastepaper is Recycled" based on the diagram below.

- Q2 A study will be conducted by a group of researchers on the title of 'Internet Use among KUiTTHO Engineering Students'. You are one of the researchers. Prepare and write a complete **TWO to THREE page proposal**.

(40 marks)

- Q3 Study the list of references below. Rewrite them using **APA** referencing style.

- (a) Borchers, T.A. *Persuasion in the Media Age*. United States of America: McGraw Hill Higher Education. (2001)
- (b) Knowlton, S.W. and Berger, C.R. (1997). *Journal of Human Communication Research*. Message planning, communication failure and cognitive load: Further explorations of the hierarchy principle. 24,1.
- (c) Goddard, A. (1998). *The Language of Advertising: Written texts*. Routledge: New York.
- (d) Moore, A. (2002).
<http://www.shunsley.eril.net/armoore/lang/power.htm#ads> *Language and Power: Influential power-advertising*. [Online]. Available.
- (e) Arens, W.F. (2002). (8th ed.). *Contemporary Advertising*. New York: McGraw-Hill Higher Education.

(10 marks)