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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination  
2002/2003 Academic Session

February / March 2003

Bachelor of Communication

**YKT 101 – INTRODUCTION TO HUMAN COMMUNICATION**

Time : 3 hours

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**Instruction To Candidate:**

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

Answer question **ONE [1]**, which is compulsory and **TWO [2]** from the rest.

Each question carries 100 marks.

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1. Motivation, knowledge and skills are the main factors that contribute to a person's communication competence. Explain and discuss the three elements with relevant examples.
  
2. Clarity, appropriateness and effectiveness are three potential impressions that are commonly used to evaluate a person's competence. Discuss and relate to relevant examples.
  
3. Language determines how a person looks and thinks about the world. Discuss and elaborate with examples in the context of verbal communication.
  
4. "Interpersonal communication is the process of exchanging signs or symbols that create meaning in an interactive context of a few people." (Morreale, Spitzberg and Barge:2001). This definition incorporates several characteristics of interpersonal communication that distinguish it from other contexts of communication. Discuss.