
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2002/2003 Academic Session

September 2002

Bachelor of Communication

YKT 101 – INTRODUCTION TO HUMAN COMMUNICATON

Time : 3 hours

Instruction To Candidate:

Before you begin, please ensure that this examination question paper contains a total of **TWO (2)** pages.

Answer question **ONE (1)** and choose **TWO (2)** from the rest.

All questions carry equal weightage.

1. (a) Verbal dan Non-Verbal Communication complement each other. Discuss and explain with relevant examples.

(b) Discuss the three major challenges to listening process with detail explanation including relevant examples.
2. Discuss the three common phases that characterize group life. Does every group have to go through each phase in a prescribed order to have an effective group?
3. Explain the differences between affective / cognitive, positive / negative, and self-oriented / other-oriented dimensions of motives. Why is it important to understand these differences in order to be a more competent interpersonal communicator?
4. Discuss how we overcome the challenges to interpersonal communication competence.