

UNIVERSITI SAINS MALAYSIA

In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

YKT 101 – INTRODUCTION TO HUMAN COMMUNICATION

Duration : 3 hours

Instruction To Candidate:

Before you begin, please ensure that this examination paper contains a total of **THREE [3]** pages.

Answer **THREE [3]** questions.

Answer Question 1 in Section A.

Choose one question in Section B and another question in Section C.

The marks for each question are as indicated.

Section A

1. Define, with examples, **FOUR** of the following concepts as proposed by Morreale (2001).
- (a) Interactive Model and Transactional Model
 - (b) Competence Grid
 - (c) Implicit Personality Theory
 - (d) Repertoires, Scripts and Rules
 - (e) Molar Skills and Molecular Skills
 - (f) Social Loafing and Social Facilitation

(40 marks)

Section B (Choose any ONE [1] question)

2. Perception involves noticing, organising and interpreting data about people, events, activities and situations. Explain and discuss how the activities of noticing and organising comprise perception.

(30 marks)

3. Our self-concept not only influence how we perceive situations but also what information we disclose to others. Discuss Johari Window and the dimensions of self-disclosure.

(30 marks)

4. Discuss, with examples, three challenges to listening.

(30 marks)

...3/-