



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

BMC 2206: PUBLIC SPEAKING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) You have successfully contested for the position of the president for the Technical University of Mombasa Students Organization (TUMSO). Write down a TWO page acceptance speech you will use to address your fellow students. **(20 marks)**
- b) Explain how you will prepare for this oral presentation of this speech. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Explain the importance of the following in Public Speaking

- a) Introduction **(10 marks)**
- b) Conclusion **(10 marks)**

QUESTION 3

Discuss any **FOUR** ethical considerations in Public Speaking. **(20 marks)**

QUESTION 4

Identify and discuss any **FIVE** techniques that enhance Public Speaking. **(20 marks)**

QUESTION 5

- a) Outline any **THREE** factors that might make an audience hostile towards a presentation. **(12 marks)**
- b) Explain the importance of the following Public Speaking:
- i) Quotes **(4 marks)**
 - ii) Statistics **(2 marks)**
 - iii) Examples **(2 marks)**
 - iv) Testimony **(2 marks)**