



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

BMC 2206: PUBLIC SPEAKING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Radio stations have been accused of being unprofessional in their practice. You have been invited as a key speaker of 'Radio Owners' conference' write a TWO page speech addressing the accusations levelled against radio owners. **(20 marks)**
- b) Identify any **FIVE** paralinguistic features that would enhance the presentation of the speech in 1 (a) above. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the importance aspects of 'Demographic Analysis' in Public Speaking. **(20 marks)**

QUESTION 3

- a) Explain how one can evaluate the validity of documents from the internet before using them for public speaking. **(10 marks)**
- b) Citing relevant examples, outline 'Situational Analysis'. **(10 marks)**

QUESTION 4

Discuss any **FIVE** techniques that enhance Public Speaking. **(20 marks)**

QUESTION 5

- a) Discuss any **THREE** ways that one could do to support his oral presentation for credibility. **(12 marks)**
- b) Explain how one could use source from the books. **(8 marks)**