



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(BJMC III JAB/EV)

**BMC 4216: PUBLIC SPEAKING AND PRESENTATION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) The Newspaper you are working for has been accused of being bias in its news coverage. As the chief editor you have been invited as the Chief guest at the ‘upcoming Journalist Award of the year economy’. Write a **THREE** page speech defending the editorial position taken by your media house. **(20 marks)**
- b) Outline the ways one should prepare before making a public presentation. **(10 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Discuss any **FIVE** factors to be considered when undertaking a 'Demographic Analysis' in public speaking. **(20 marks)**

**QUESTION 3**

Bakari made a presentation to a group of women on prudent management of natural resources. However the presentation was not well received. Identify and discuss any **FIVE** factors that could have caused the audience to be hostile to the presentation. **(20 marks)**

**QUESTION 4**

Atieno intends to make a public presentation during the forthcoming 'Vijana Tungutuke Awards' function. In her presentation, she intends to make references to documents she has read from the internet. Outline the advice you would give Atieno before she uses the references from the internet. **(20 marks)**

**QUESTION 5**

- a) Identify and explain the **TWO** major aspects of 'Situational Analysis' that contribute to the effectiveness of a public presentation. **(10 marks)**
  
- b) Explain the importance of an introduction in public speaking. **(10 marks)**