



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

BMC 2211: PUBLIC SPEAKING

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

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)

1. a) Define public speaking. (2 marks)
- b) Explain the importance of researching a topic in a public speech. (2 marks)
- c) Give **FOUR** tools/skills to be used in a speech to persuade. (4 marks)
2. a) State the **FOUR** types of public speeches. (6 marks)
- b) Name the **THREE** parts of a public speech. (6 marks)
- c) Explain any **FIVE** essential skills in public speaking. (10 marks)

SECTION B (Answer any TWO questions)

3. You have been invited to a conference by an NGO that deals with youth empowerment and girl child rights. Write a speech not exceeding one page to address this occasion. (20 marks)
4. Write an illustration of a summarized personal experience speech. The summary should not exceed one page. (20 marks)
5. As a Chairperson of your class, write a speech addressing issues of cheating in examinations that is becoming a major concern in our learning institutions. Use about 300 words. (20 marks)