



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DEGREE

BM C 4216: PUBLIC SPEAKING AND PRESENTATION

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE-(Compulsory-30marks)

- a) Outline and explain THREE differences between public speaking and conversation. (12mks)
- b) i) Distinguish verbal from non-verbal messages employed in public speaking. (4mks)
ii) State and explain TWO examples of the verbal and non-verbal messages that can be employed in public speaking. (8mks)
- c) Marcus T. Cicero is considered to be the greatest of the Roman orator. Explain his contribution to the theory of oral discourse. (6mks)

SECTION 2-(Attempt any TWO questions-40marks)

Question TWO

- a) Ethics of public speaking rotate around the speakers' responsibility. Discuss. (10mks)
- b) You are the Master of Ceremony in a function. You are expected to introduce a speaker before he comes to the podium. Discuss FOUR elements that you should mention in the introduction. (10mks)

Question THREE

- a) Mike is to give a speech next week. He is so tense about the whole thing. Advise him what he should do in order to overcome stage fright. (10mks)
- b) You have finished giving your speech and some members in the audience would like to ask you questions. Discuss how you will handle the questions. (10mks)

Question FOUR

- a) Audience analysis is very crucial before and during the speech. Discuss what it entails. (12mks)
- b) Once you have presented your speech, the audience might ask you questions. Discuss any FOUR don'ts when answering questions from the audience. (8mks)

Question FIVE

- a) i) What is persuasion? (2mks)
- ii) Discuss THREE ways that a speaker can use in order to persuade the audience. (12mks)
- b) Differentiate between informative and persuasive speeches. Give examples. (6mks)