



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) Discuss the FOUR pillars of character involved in public speaking. (10mks)
- b) Explain FIVE characteristics of good speakers. (10mks)
- c) Explain any THREE contributions of Marcus F. Quintilian to the art of persuasion. (10mks)

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

- a) Explain the difference between persuasive and informative speeches. (6mks)
- b) Explain FOUR ways on how one can communicate informative speeches. (10mks)
- c) Define 'special occasion speeches' and list FOUR examples of such speeches. (4mks)

Question THREE

- a) Maria is to give a speech next week. She is so tense about the whole thing. Advise her on what he should do in order to overcome stage fright. (10mks)
- b) A good speaker is also a good listener. Identify and discuss any FOUR types of listening. (10mks)

Question FOUR

- a) Define plagiarism in speeches. (2mks)
- b) Discuss FOUR points on what a speaker can do in order to avoid being a victim of plagiarism. (10mks)
- c) Explain any FOUR approaches on how a speaker should handle questions from the audience. (8mks)

Question FIVE

Ms Omondi has been selected to give a speech. She has never prepared a speech before. Guide her in the steps that she needs to follow in order to succeed. (20mks)