



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION- A**

**BMC 4216: PUBLIC SPEAKING AND PRESENTATION**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Dec 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.**

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## **Question ONE**

- a. There have been allegations in some section of the media that the social media is the root cause of many social evils. As the students' Guidance and Counseling officer for the Technical University of Mombasa (TUM), you have been requested to address the students' fraternity in response to such allegations. Write a TWO page speech stating the position of TUM over the allegations. (20 marks)
  
- b. Explain the appropriate measures that one could take to overcome fear of speaking in public. (10 marks)

## **Question TWO**

Bebora made a presentation to a group of youth on how to be "**Job creators and not job seekers**". However, the presentation was not well received by the youth. Identify and discuss any FIVE factors that could have caused the audience to be hostile to the presentation. (20 marks)

## **Question THREE**

Hamida intends to make a public presentation during the forthcoming *'GPange Ujijie Tinnies'* awards function. In her presentation she intends to source for support material to strengthen her presentation. Outline any FIVE factors that Hamida should consider before using the sourced material in public. (20 marks)

#### **Question FOUR**

- 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 'feedback' in public speaking. (10 marks)

#### **Question FIVE**

You are working for Radio Ushindi. You have received Dr. Koffi Annan the Nobel Prize winner on 'Peace', as your chief guest in a special programme.

- a. Script an 'introduction' that you think will capture the attention of your listeners. (10 marks)
- b. Script an imaginary 'conclusion' of the programme. (10 marks)