



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

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.

Question ONE

- a. You are the Communication's Officer for Higher Education Loans Board (HELB). You have been asked to make a presentation on behalf of HELB at the Technical University of Mombasa (TUM), during the orientation for their new students. Write a TWO page speech that will help students understand the role played by HELB in Kenya. (20 marks)
- b. Outline the ways one should prepare himself before making a public presentation. (10 marks)

Question TWO

While citing relevant examples, outline any FIVE skills one could use to ensure that his or her audience is attentive to his or her public presentation. (20 marks)

Question THREE

Discuss any FIVE ethical values that should be considered during any public speaking session. Cite appropriate examples to support your response. (20 marks)

Question FOUR

Outline the importance of the following in any public presentation:

- a Introduction. (10 marks)
- b. Conclusion (10 marks)

Question FIVE

It is advised that one does a 'Demographic' analysis before engaging in any public speaking. While giving relevant examples explain the importance of this kind of analysis (20 marks)