



# TECHNICAL UNIVERSITY OF MOMBASA

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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.**

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## **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)