



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

BMC 4229: PUBLIC SPEAKING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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SECTION A (Compulsory)

QUESTION 1

- a) The Technical University of Mombasa is observing a ‘Drugs Free’ Day, you have been slotted to speak on the day to represent all the students in the Media Department. Write your **TWO** page speech which you will present on the day. **(20 marks)**
- b) Imagine that you delivered the speech in Q 1 (a) above. However, the audience response was negative. Identify and explain any **FIVE** reasons that could have contributed to the negative reception. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Discuss any **FIVE** tips of effective Public Speaking.

(20 marks)

QUESTION 3

- a) Explain any **FOUR** aspects one needs to consider when addressing an 'Adult audience'. **(8 marks)**
- b) Outline the importance of 'Situational Analysis' in Public Speaking. **(12 marks)**

QUESTION 4

- a) Identify and describe any **THREE** types of support material in Public Speaking. **(6 marks)**
- b) Cite and give examples of any **SEVEN** types of language use that may make Public Speaking effective. **(14 marks)**