



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) You are working for 'Radio Ukweli'. The Radio station is celebrating 25 years since its inception you have been asked to write a speech for the Managing Director.

Write a **TWO** page speech.

(20 marks)

- b) Outline the advice you would give your Managing Director on how to make his or her speech in Q 1 (a) above a success during its delivery.

(10 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Explain any **FIVE** common fears people have in Public Speaking. **(10 marks)**
- b) Suggest **FIVE** ways one would overcome the fears identified in Q 2 (a) above. **(10 marks)**

QUESTION 3

- a) Describe the **THREE** ethical considerations one must observe in Public Speaking. **(12 marks)**
- b) Outline any **FOUR** factors that contribute to 'poor listening' by the audience. **(8 marks)**

QUESTION 4

Discuss the importance of 'Demographic Analysis' in Public Speaking. **(20 marks)**