



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 AND PRESENTATION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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***
-

SECTION A (Compulsory)

QUESTION 1

- a) You have been asked to write a speech for your County Governor as an ‘acceptance speech’ for being elected as Governor. Write a **THREE** page speech. **(20 marks)**
- b) Imagine that the speech in Q.1 a) above read but was not very well received. Explain any **FIVE** factors that could have contributed to its failure. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Describe any **FOUR** factors that would influence positive reception of a speech delivered to an adult audience. **(12 marks)**
- b) Discuss the importance of ‘Demographic Analysis’ in Public Speaking. **(8 marks)**

QUESTION 3

- a) Outline why it is important to consider the ‘Situational Analysis’ in Public Speaking. **(8 marks)**
- b) i) Explain the importance of evaluating internet documents as one prepares a speech. **(6 marks)**
ii) While citing relevant examples, highlight how a speaker can support his speech to convince his audience. **(6 marks)**

QUESTION 4

Discuss any **FIVE** types of ‘Organization’ in Public Speaking. **(20 marks)**