



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

**BMC 2206: PUBLIC SPEAKING**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 2013

**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 written a book which has won you the coveted 'writer of the year' award. You have been invited to officially receive the award at the formal function. Write your TWO page acceptance speech for the award. **(20 marks)**
- b) As you deliver your 'acceptance speech' in Q1 (a) above you realize the audience is not listening attentively. Outline any FIVE factors that you think could have contributed to the lack of concentration from your audience. **(10 marks)**

## **SECTION B (Attempt any TWO questions)**

### **QUESTION 2**

Discuss how 'Environment' and 'Attitudinal' analysis have an impact in public speaking. **(20 marks)**

### **QUESTION 3**

- a) Outline any FOUR 'ethical values in public speaking. **(12 marks)**
- b)i) Describe any Two types of listening. **(4marks)**  
ii) Explain how the Two types of listening identified in 3b (i) above will influence effective public Speaking skills. **(4marks)**

### **QUESTION 4**

- a) Highlight any THREE ways that may support your ideas in public speaking. **(12 marks)**
- b) Describe the following types of organization in public speaking.  
i) Chronological order **(4marks)**  
ii) Problem-solution **(4marks)**