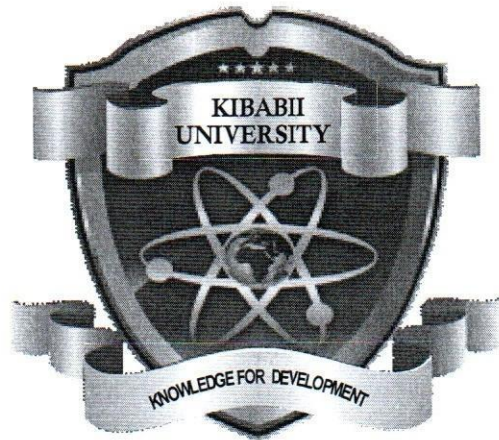


**KIBABII UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**MAIN EXAM**

**2020/2021 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE: BCO 324**

**COURSE TITLE: PUBLIC SPEAKING AND NETWORKING**

**DATE: 17/05/2021**

**TIME: 2.00PM-4.00PM**

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**INSTRUCTIONS TO CANDIDATES**

**Answer Question ONE (compulsory) and ANY OTHER TWO questions**

## QUESTION ONE

(30 MARKS)

You have been assigned the duty of inviting your H.O.D who has been given the privilege of talking to a group of 100 high school students from various schools in Bungoma county. The students have come to explore the learning culture of Kibabii university. Since the head of department is a senior lecturer at Kibabii it was thought that he was best placed to articulate these learning opportunities.

- a) Identify the type of speech you would give when inviting the H.O.D. (2 marks)
- b) Identify five factors that you would consider during the preparation of your speech (5 marks)
- c) Identify and illustrate three other types of speeches (6 marks)
- d) Using adequate examples, identify and illustrate five ways in which the H.O.D would use to eliminate the nervousness he always feels whenever he is giving a public speech (5 marks)
- e) Using adequate illustrations, describe how nonverbal communication can reinforce message reception in public speaking (12 marks)

## QUESTION TWO

- a) Identify and discuss the seven steps in the public speaking communication process (14 marks)
- b) Discuss any three ways in which the audience can give feedback to a speaker (6 marks)

## QUESTION THREE

- a) "The ability to powerfully and persuasively impact an audience is an important part of your career and your life"  
(J. Davidson; The complete guide to public speaking)  
Expand on this statement so as to demonstrate your awareness on the significance of mastering public speaking skills (12 marks)
- b) Using adequate examples, state and explain four methods of presentation during public speaking (8 marks)

## QUESTION FOUR

- a) Using adequate examples, explain the following barriers
  - i. Environmental distractions
  - ii. Pride

- iii. Assumptions
- iv. Close mindedness

(12 marks)

- b) Discuss the significance of understanding the occasion which you intend to make a public speech identifying at least three aspects which you need to give particular attention to

(8 marks)

#### **QUESTION FIVE**

- a) Using adequate illustrations discuss five methods of organizing speech material

(10 marks)

- b) In what ways does public speaking differ from interpersonal conversation

(10 marks)