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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAMINATION

2020/2021 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELORS OF COMMERCE

COURSE CODE: BCO 324

COURSE TITLE: PUBLIC SPEAKING AND NETWORKING SKILLS

DATE: 01/10/2021

TIME: 2.00 – 4.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 3 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

You are excited to get an email with an attachment after a positive job interview previously conducted. You are being invited to go for a second interview. The attachment contains questions that shall be answered and therefore the intention of the questions is to guide you on the type of questions. Reading through the questions, you find that you have no answers to any and develop fear for the interview.

- a). Explain how you will ensure that you gain confidence in order to face the panel? (10 Marks)
- b). Write a speech of Acceptance that if given the job, you will present to the panel after the second interview? (10 Marks)
- c). Explain circumstances under which the panel can influence your speech presentation? (10 Marks)

QUESTION TWO

“Today, the audience places their greatest trust in the speaker whom they believe has the grasp of the subject, displays sound reasoning, is honest and not manipulative and is genuinely interested in the welfare of the audience”

- a). How can a public speaker ensure that he/ she maintains the ethical conduct in achieving the above? (10 Marks)
- b). Outline and explain at least five occasions under which public speaking can be effectively conducted (10 Marks)

QUESTION THREE

- a). Define networking (2 marks)
- b). Identify 4 reasons why it is necessary for public speakers to practice networking skills (8 Marks)
- c). Explain by giving examples, how informal groups can be transformed into formal network (10 Marks)

QUESTION FOUR

“Regardless of the quality and importance of your message, if you have inadequate mastery of your voice you may lose the attention of your audience and fail to deliver a successful speech”.

- a). Explain how you can make your speech delivery more effective? (10 Marks)

“As audience members listen to you, they are simultaneously evaluating your body language as they do not so much listen to a speaker’s words but keenly watch the speaker’s body language”.

b). Explain with examples, at least five of these body language communication? (10 Marks)

QUESTION FIVE

Students in public speaking class generally have more freedom in selecting their speech topics. In most cases limits are set only by sensitive considerations such as; extreme politics persuasions, religious proselytizing and others. Sometimes this freedom of choice makes it difficult to select a topic.

a). As a consultant in public speaking, advice the students on how to identify topics for speech preparation? (10 Marks)

b). How can a public speaker ensure that the conclusion of a speech is effective? (10 Marks)

END