



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 312

COURSE TITLE: NON-VERBAL COMMUNICATION & PUBLIC SPEAKING

DATE: 14TH JULY, 2021

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) In your own words, define public speaking and explain why it is important for your future career as a journalist. (6 marks)
- b) Explain the process of public speaking with a focus on the elements of the communication process. (4 marks)
- c) Differentiate between a speech to inform, persuade or entertain. (6 marks)
- d) Identify and explain 3 steps used in citing sources within a speech. (6 marks)
- e) Imagine that you are giving an informative speech about your favorite book. Write out the first two paragraphs. (8 marks)

QUESTION TWO (20 MARKS)

Explain how to reduce anxiety using the following strategies:

- i) Mental preparation
- ii) Physical preparation
- iii) Contextual preparation
- iv) Speech preparation

QUESTION THREE (20 MARKS)

Effective listening is as important as public speaking.

- a) Clearly distinguish between hearing and listening. (3 marks)
- b) Describe the listening process. (7 marks)
- c) Explain ethical listening. (6 marks)
- d) A listening style is a general manner in which an individual attends to the message of another person. List 4 listening styles. (4 marks)

QUESTION FOUR (20 MARKS)

You are preparing a speech on the 'Rise of Gender Violence among Kenyan couples'

- a) Formulate a specific purpose statement. (2 marks)
- b) Formulate a central idea. (2 marks)
- c) Explain how you will research your speech. (6 marks)
- d) Write an outline of the speech. (4 marks)
- e) Explain the types of visual aids you may use during the presentation. (6 marks)

QUESTION FIVE (20 MARKS)

Ms. Modesta, who is your classmate, is preparing a speech on a topic of interest. She seeks your advice on audience analysis.

- a) Explain to her the importance of this step. (5 marks)
- b) List the types of audience analysis she can use. (5 marks)
- c) Explain to her how to use audience analysis. (5 marks)
- d) List 5 methods of undertaking audience analysis. (5 marks)