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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

SPECIAL / SUPPLEMENTARY EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 324

COURSE TITLE: PUBLIC SPEAKING AND
NETWORKING SKILLS

DATE: 17/01/2022

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is compulsory

TIME: 2 HOURS

KIBU observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over. 

QUESTION ONE (30 MARKS)

- a) Public speaking is the art of using words to share information with an audience. It includes speaking to audiences of any size, from a handful of seminar participants to millions of people watching on television. Describe the four primary types of public speaking. (8mks)
- b) Explain the six elements of public speaking in a speech communication process. (12mks)
- c) Stray thoughts may take you away from the speaker briefs, so you keep jumping out and jumping back, these excursions away from the speaker are dangerous. Elaborate on what to do during such times (10mks)

QUESTION TWO (20 MARKS)

- a) To be effective persuasive speaker, you need to develop a number of different types of thinking skills related to making judgment and decision. Discuss these thinking skills. (10mks)
- b) Recruiters of top graduate school students report that what distinguishes the most sought-after candidates is not their “hard” knowledge of finance or physics, but the “soft skills” of communication. Explain the importance of public speaking. (10mks)

QUESTION THREE (20 MARKS)

Most would rather jump of cliff than agree to a stint at public speaking. Public speaking is a fear most have not managed to master and continue to avoid it their whole life. Anxiety and sweating ensues when people stand behind the podium or up on a stage, ready to talk in front of a crowd. However, public speaking skills are highly important for any working individual as it will make their presentations more efficient and effective and allow them to clearly communicate the message to their audience. These public speaking skills will help in the personal domain too as you might be asked to speak at a friend’s wedding or give a eulogy.

- a) Elaborate on the effective public speaking skills. (10mks)
- b) As a presenter, explain the methods you will apply to overcome fear. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Dozens of surveys of managers and executives reveal that ability in oral and written communication is the most important skill they look for in a college graduate. In a recent survey of employers, for example, oral communication skills ranked first in such critical areas as teamwork, interpersonal competence, and analytical skills. Discuss the skills employers look for in employees. (10mks)

- b) A speech of inspiration seeks to motivate listeners to positively consider reflect on and sometimes act on the speaker's words. Effective speeches of inspiration touch on deep feelings in the audience. Justify the requirements of the statement. (10mks)

QUESTION FIVE (20 MARKS)

- a) Networking skills are the competencies you need to have to maintain professional or social contacts. Networking is a critical skill in sales, business development and several other industries. Networking skills are necessary to make and develop relationships with new contacts and promote something of value. Explain the importance of having networking skills. (10mks)

- b) Discuss the Five ways of listening. (10mks)