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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 324

**COURSE TITLE: PUBLIC SPEAKING AND
NETWORKING SKILLS**

DATE: 19/07/2022

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE QUESTIONS
- 2) Question ONE is **Compulsory**
- 3) Attempt ANY TWO questions

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE.....(30 MKS)

Bonnie, a Public Speaking student, needs to select a topic for a 5 minute speech. Her friend Mike says, "You like music. Why don't you give a speech about music?" "Great idea!" says Bonnie. "I'll give my speech on 'Music.'"

- a) How would you respond to this topic selection (10 MKS)
- b) Explain your suggestions for why this is an effective or ineffective topic selection (10 MKS)
- c) Explain how Bonnie can use Monroe's Motivated Sequence to prepare the speech (10 MKS)

QUESTION TWO.....(20 MKS)

- a) In order to capture your audience during your speech making, list and briefly explain 5 ways in which you can make your speech interesting (10 MKS)
- b) List and explain 5 advantages of public speaking (10 MKS)

QUESTION THREE..... (20 MARKS)

The goal of a persuasive speech is to convince the audience to accept the speaker's point of view:

- a) Briefly explain the two psychological theories of persuasion (12 MKS)
- b) Content and delivery are vital in persuasive speeches, explain which is more important (8 MKS)

QUESTION FOUR..... (20 MARKS)

Audience analysis involves analyzing your audience prior to your speech in order to create a link between the speaker and the audience:

- a) Briefly explain the five categories of audience analysis and highlight which is the most effective one (14 MKS)
- b) List the challenges does a speaker face when delivering a speech to a multicultural audience?(6 MKS)

QUESTION FIVE..... (20 MARKS)

- a) What is one type of negative nonverbal feedback you may get from an audience (5MKS)
- b) Explain with specific details and or examples how you would deal with this negative nonverbal feedback in your presentation (15MKS)