



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS COMMUNICATION

COURSE CODE: JMC 312

COURSE TITLE: NON-VERBAL COMMUNICATION & PUBLIC SPEAKING

DATE: 10TH JANUARY, 2022

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **THREE** 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) As a budding Journalist, explain any five ways in which Public Speaking is likely to make a difference in your future career. (10 marks)
- b) Write short notes on the following:
- i. Extemporaneous delivery (5 marks)
 - ii. Demographic Analysis (5 marks)
 - iii. Visual Aids (5 marks)
 - iv. Informative Speech (5 marks)

QUESTION TWO (20 MARKS)

Ms. Fionah Nyangweso delivered a speech which the audience termed as “flat”. It looks like she did not practice her speech delivery properly before going on stage. Advise Ms. Fiona on any five (5) steps that she should follow in future while practicing speech delivery.

QUESTION THREE (20 MARKS)

Unlike verbal communication, which is governed by rules of grammar, where sentences and phrases are broken down into compositional elements, nonverbal communication is continuous, rather than divisible. Use illustrations to discuss this statement.

QUESTION FOUR (20 MARKS)

- a) Name some three (3) types of Public Speeches (6 marks)
- b) Pick on one of the three types of speech you have named in Qs 4 (a) above and explain why it has more power of influence over the audience. (14 marks)

QUESTION FIVE (20 MARKS)

You are preparing a “how-to” television programme on a cooking show:

- a) Explain the types of visual aids that you may incorporate in your programme and the advantages you are likely to experience by use of such aids. (10 marks)
- b) In case you do not have the visual aids, what would you have to do to communicate the message effectively? (10 marks)