

# 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 SKILL**

**DATE: 28/09/2021**

**TIME: 8.00AM-10.00AM**

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#### 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



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Knowledge for Development  
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**QUESTION ONE:**

- a) Outline three benefits of Public Speaking. **(3marks)**
- b) Distinguish between Linear and Transactional Model of Communication. **(4 marks).**
- c) Mention 4 types of speech delivery. **(4 marks)**
- d) Give 3 differences between Persuasive Speech and Informative Speech. **(3 marks)**
- e) Highlight the difference between Manuscript and Extemporaneous Speech delivery. **(2 marks)**
- f) Cite 6 elements of good networking etiquette. **(6marks)**
- g) Describe five ways of positioning and creating a brand for yourself in business networking. **(5 marks)**
- h) Cite 5 skills crucial for effective critical thinking. **(5marks)**
- i) Identify advantages and disadvantages of different presentation aid media. **(8 marks)**

**QUESTION TWO**

- a) Paul has been scheduled to work late several nights this week and is very tired by the time his public speaking class rolls around in the late afternoon. One of his classmates gives a speech about environmental sustainability and Paul does not really pay attention to what the classmate is saying. After the speech, Paul's teacher asks him to critique the speech. Because he doesn't really know what happened in the speech, Pablo makes a general statement that the speech was pretty good, that the delivery was OK, and that the organization was fine.
  - i) Using the ethics pyramid as a guide, in what ways might Paul's response be ethical? **(2marks)**
  - ii) In what ways might it be unethical? **(2 marks)**
  - iii) What are Paul's responsibilities as an ethical listener? **( 2 marks)**



b) 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.'"

i) How would you respond to this topic selection? **(4 marks)**

ii) Explain your suggestions for why this is an effective or ineffective topic selection. **(10 marks)**

### QUESTION THREE

a) Distinguish between hearing and listening. **(6 marks)**

b) Define Ethical Feedback. Briefly explain with illustrations, the guidelines to ethical feedback. **(14 marks)**

### QUESTION FOUR

a) Give a detailed description of the features of effective public speaking. **(12 marks)**

b) Use of transitions is an effective tool of sustaining audience attention when delivering a speech. Cite 5 instances where use transitions would adequately apply in speech delivery. **(5 marks)**

c) Outline 3 ways in which you would make a strong conclusion whilst delivering a speech. **(3marks)**

### QUESTION FIVE

With examples, describe the process of preparing an effective speech based on the public speaking competencies. **(20 marks)**

