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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCO 324
COURSE TITLE: PUBLIC SPEAKING AND
NETWORKING SKILLS

DATE: 26/05/2022

TIME: 9.00AM – 11.00AM

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

QUESTION ONE.....(30 MKS)

Write the draft of a speech of approximately 200 words on one of the following:

a) A call for direct action to address an urgent social issue

OR

b) A plea to 'vote for me' in a forthcoming election

In your speech, you need to:

1. Identify your audience (10 marks)
2. Clearly state your intention in making the speech (12 marks)
3. Identify any technical aids you might require to make your presentation effective and memorable for the audience (8 marks)

QUESTION TWO.....(20 MKS)

It's important to practice ethical behavior in your speeches, as it helps in establishing trust with your audience:

- a) Briefly explain what you understand by plagiarism (4 MKS)
- b) Highlight, with examples the difference between global and patchwork plagiarism (16 MKS)

QUESTION THREE..... (20 MARKS)

When audiences engage in listening they are doing so for many different reasons depending upon the goals in which we are trying to achieve:

- a) Briefly state and explain the four types of listening (8 MKS)
- b) List and explain the barriers to listening that hinder audiences from understanding and accurately interpreting the messages being received (12 MKS)

QUESTION FOUR..... (20 MARKS)

Networking skills are the competencies you need to have to maintain professional or social contacts:

- a) Briefly explain the four stages of networking and why you need to follow the steps sequentially (16 MKS)
- b) From the stages above, which one is the most important component of all four stages of networking? (4 MKS)

QUESTION FIVE..... (20 MARKS)

Visual aids help the audience understand, increase interest in the subject matter and act as notes for the speaker:

- a) Other than slides, list three more types of visual aids that can be used in a presentation and give an example of each.(6 MKS)
- b) Explain how visual aids can benefit a presentation and Harm a presentation (14 MKS)