



KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER
MAIN EXAMINATION PART TIME
COURSE CODE: ECD310
COURSE TITLE: PUBLIC SPEAKING SKILLS

DATE: 19/12/2022

TIME: 2.00PM-4.00PM

INSTRUCTIONS TO ALL CANDIDATES

Answer question one (1) and any other two (2)

This paper consists of two printed papers

Question One**(Total 30 Marks)**

- a) What is Speech Delivery? (2 Marks)
- b) Briefly explain any FOUR sources of information for public speaking (4 Marks)
- c) Briefly explain the importance of audio-visual aids in public speaking. (6 Marks)
- d) Explain the importance of studying public speaking (8 marks)
- e) Highlight FOUR different types of noise in public speaking (4 marks)
- f) Differentiate between the following terms as used in Public Speaking
 - i. Verbal and non-verbal communication (2 Marks)
 - ii. Impromptu and manuscript speaking. (2 Marks)
 - iii. Linear and transactional models (2 Marks)

Question Two**(Total 20 Marks)**

- a) Discuss with relevant examples, the types of public speaking (15 Marks)
- b) What are the causes of stage fright during Public speaking (5 Marks)

Question Three**(Total 20 Marks)**

- (a) Define the term audience analysis (2 Marks)
- (b) Discuss briefly any FOUR (4) criteria used in Audience Analysis (8 Marks)
- (c) Discuss various ways in which a public speaker can use audience feedback to improve their public speaking skills (10 Marks)

Question Four**(Total 20 Marks)**

“The importance of non-verbal communication in public speaking cannot be ignored.” Discuss.
(20 Marks)

Question Five**(Total 20 Marks)**

Recently you attended an event in which a speaker delivered a speech which the audience later described as ‘flat’. Advise the speaker on any FIVE steps that they should follow in future while practising speech delivery. (20 Marks)