



(*Knowledge for Development*)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC312

**COURSE TITLE: NONVERBAL COMMUNICATION AND PUBLIC
SPEAKING**

DATE: 16TH DECEMBER, 2022

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** 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) Define the following terms as used in Public Speaking: (10 marks)
- i. Communication
 - ii. Public speaking
 - iii. Speaking
 - iv. Listening
 - v. Critical thinking
- b) Distinguish between verbal and non-verbal communication. (6 marks)
- c) Critical thinking is essential in public speaking. Give THREE reasons why this is so. (6 marks)
- d) Explain the relevance of studying public speaking. (5 marks)
- e) Identify any FIVE sources of information for Public Speaking. (5 marks)

QUESTION TWO (20 MARKS)

Ethics in public speaking can either make or break one's aspirations of becoming an effective public speaker. Briefly discuss with relevant examples how ethics influence public speaking.

QUESTION THREE (20 MARKS)

- a) What is Audience Analysis? (2 marks)
- b) Discuss briefly any FOUR 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 (20 MARKS)

- a) With relevant examples, discuss the elements of communication. (10 marks)
- b) Discuss with appropriate examples the THREE models of communication. (10 marks)

QUESTION FIVE (20 MARKS)

Use of visual aids and technology enhances effective speech delivery. Discuss how the visual aids and technology can be effectively integrated in public speaking.