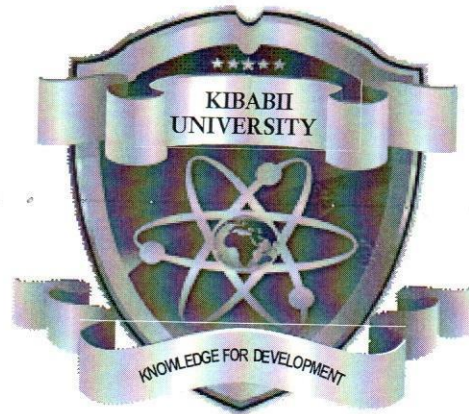


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION**

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

DATE: 23/11/2022

TIME: 8.00 – 10.00AM

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

It is always scary to speak in front of others, but you just have to remember that everyone's human. Therefore, nobody wants you to fail neither are they waiting on you to mess up!

Required:

- a). Explain situations that can make public speakers anxious? (10 marks)
- b). Advice on how to curb the above situation? (10 marks)
- c). Discuss with examples, the importance of public speaking and ethical conduct? (10 marks)

QUESTION TWO

- a. Discuss four primary requirements for public speaking? (10 marks)
- b. Is public speaking a skill or a talent? Discuss. (10 marks)

QUESTION THREE

As a public speaker, you are expected to give a speech of Acceptance in your organization for a promotion to a position of your dreams. Prepare a well detailed speech for the same to be presented in ten minutes.

Required:

- a) With example, explain the content of a Speech of Acceptance? (4 marks)
- b) Prepare a Speech of Acceptance of not more than one page to be presented during the occasion? (10 marks)
- c) Explain 3 strategies on how you can make the speech more effective? (6 marks)

QUESTION FOUR

“Regardless of the quality and importance of your message, if you have inadequate mastery of your voice you may lose the attention of your audience and fail to deliver a successful speech”.

- a). Explain how you can make your speech delivery more effective? (10 Marks)

“As audience members listen to you, they are simultaneously evaluating your body language as they do not so much listen to a speaker’s words but keenly watch the speaker’s body language”.

b). Explain with relevant examples, at least five of these body language communication?

(10 Marks)

QUESTION FIVE

A well-constructed conclusion ensures that you go out with a bang and not a whimper.
Required:

a). With relevant examples, explain the purpose of a good conclusion? (10 marks)

b). Prepare a conclusion speech of not more than half a page? (5 marks)

c). Explain how you can make conclusions more effective? (5 marks)

END