



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

SCHOOL OF ARTS & SOCIAL SCIENCES

**B.A LANGUAGE AND COMMUNICATION
B.A KISWAHILI AND JOURNALISM &
B.A LITERATURE THEATRE & FILM**

**COURSE CODE : LAC 1213-1
COURSE TITLE : PUBLIC SPEAKING**

DATE: 18/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

Question **ONE** is compulsory

Answer any other **TWO** questions

This paper consists of 3 printed pages. Please turn over

QUESTION ONE

You are addressing an audience of youths on the effects of drug and substance abuse but they are inattentive and distracted.

- I). Using examples, explain four things that a speaker needs to do in order to attain the audience's interest in the speech. (8mks)
- II). Discuss three distractions that may interfere with the attention of such an audience. (6mks)
- III). Explain three steps you would take to establish your credibility to such (6mks)

QUESTION TWO

Identify five ingredients or components of public speaking and explain how each of them contributes to the effectiveness of any speech. (15mks)

QUESTION THREE

- I). Matilda has been invited to make a presentation to a group of education specialists and she is very apprehensive. Advise her on three things she can do to enable her overcome her nervousness. (6mks)
- II). Matilda has been told that if she presents a speech without considering the audience, she has little chance of being understood or gaining support. Discuss any three benefits of carrying out audience analysis. (6mks)
- III). Explain why it is important for a speaker to be aware of audience feedback as he/she makes a presentation. (3mks)

QUESTION FOUR

- I). You have been invited to your former school for prize giving and you have been asked to give an impromptu speech. What will guide your presentation? (3mks)
- II). A public speaker chose the manuscript method of speaking to present his/her speech, explain two advantages of this method of speaking. (4mks)
- III). Describe any four qualities a speaker would project as he/she presents the speech. (8mks)

QUESTION FIVE

- I). Differentiate between listening and hearing. (2mks)
- II). Explain the stages involved in listening. (6mks)
- III). The ethics pyramid is a pictorial presentation of what the speaker needs to observe whenever he/she makes a presentation. Explain. (7mks)

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