



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
SECOND YEAR, SECOND SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC RELATIONS

COURSE CODE: CCM 211

COURSE: TITTLE: PUBLIC SPEAKING

DATE: 19TH APRIL, 2024

TIME: 12.00-2.00 PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

CCM 211-PUBLIC SPEAKING

Answer four Questions, question one is compulsory

Questions

1). You have been invited to Kagumo Boys High School to talk to the students about 21st Century Careers and Relevant Skills.

- a) Write an effective outline for a presentation. (10 marks)
- b) Write the introductory paragraph for the speech (5 marks).
- c) Write the concluding paragraph for this speech that the boys will remember all their lives (5 marks)
- d) Describe the most frequently used patterns of organization in public presentations (5 marks).

2a). Using relevant examples, demonstrate how you can use the methods below to analyse your audience(8marks).

- i. Observation,
- ii. Inference,
- iii. Research,
- iv. Questionnaire

b). With examples, explain four methods of speech delivery (7 marks).

3a). Explain the importance of source credibility in public speaking (7 marks).

b). Use four dimensions of credibility to improve how audience members perceive you as the speaker (8 marks).

4a). With relevant examples, explain five Types of Supporting Material in Public Speaking (10 marks).

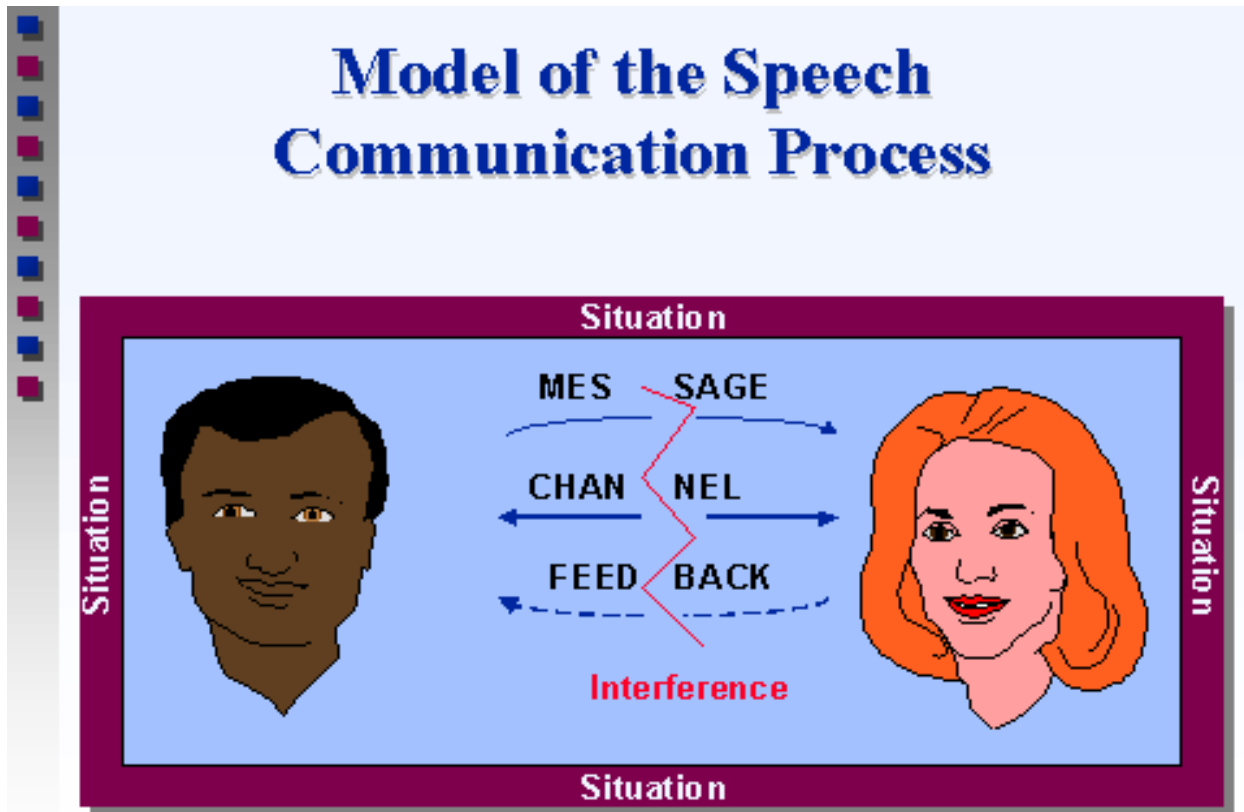
b). With appropriate examples, describe five methods of managing public communication apprehension (5 marks).

5). You have been invited to speak during the Public Relations Society of Kenya event on 24th, May 2024 in Nairobi. The *topic is Public Relations Practice in Artificial Intelligence Dependent workplace.*

a). Write a one-page speech for this event (10 marks).

b)With examples,discuss any five bodily aspects of speech delivery that will enhance your speaker credibility.(5 marks).

6). Use the image below to answer the following questions.



Ch. 1-1

a).With examples,explain elements in the above model of the speech communication process.(10 marks).

b)Demonstrate how you can use three technological innovations to enhance speech delivery(5 marks).