



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES**

JUNE/JULY 2013 EXAMINATION

COURSE CODE: ENG314

COURSE TITLE: PUBLIC SPEAKING

TIME ALLOWED: 2HRS

INSTRUCTIONS: ANSWER ANY TWO QUESTIONS OF YOUR CHOICE

1. Discuss the four step approach to Strategic Persuasion as postulated by Richard Shell and Mario Moussa. (35 marks)

2. What are the three aspects of verbal messages that the persuader has to consider when trying to persuade anyone? (35 marks)

3. (a) Distinguish clearly between Hearing and Listening. (17 marks)

(b) State how you can sharpen your listening skill as a student in this university. (18 marks)

4. Using good examples, write short notes on any five types of listening you know. (35 marks)

