



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF JOURNALISM AND MASS COMMUNICATION

BCJ 3153: PUBLIC SPEAKING WRITING AND ANALYSIS

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

QUESTION ONE (30 MARKS)

- a) Define speech and discuss 5 types of speeches (10 Marks)
- b) Imageries has a place in Public Speaking discuss your answer by giving examples (8 Marks)
- c) Discuss the three types of credibility in a public presentation (6 Marks)
- d) Explain two strategies you use to handle challenging or unexpected questions. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss five ways in which a speaker can ensure their message is inclusive and sensitive to diverse perspectives. (12 Marks)
- b) Evaluate four importance of leaving a lasting impression on the audience (8 Marks)

QUESTION THREE (20 MARKS)

- a) Review five principles of using visual aid tools during a presentation (10 Marks)
- b) Discuss five factors to consider in selecting a target audience to sell to a speech (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Review the process of speech preparation (12 Marks)
- b) Examine five non-verbal cues a speaker can use when delivering a persuasive speech. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain the importance of an introduction in a speech (10 Marks)
- b) Analyze five variables of situational analysis a speaker would consider during a class presentation (10 Marks)