



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY REGULAR EXAMINATIONS

2013 /2014 ACADEMIC YEAR

3RD YEAR 2ND SEMESTER EXAMINATIONS

(MAIN EXAMINATION)

FOR THE DEGREE OF BACHELOR OF

BUSINESS MANAGEMENT

COURSE CODE: BBM 363

COURSE TITLE: PUBLIC SPEAKING AND NETWORKING SKILLS

DATE: 23RD APRIL, 2014

TIME: 9:00A.M. – 12 NOON

INSTRUCTIONS TO CANDIDATES:

- Answer all questions in section A and any other three in section B

SECTION A. (25 Marks)

1. You have been invited to Nya kemincha Primary School to address the Board of Governors about the need for having special teachers in the failed subjects to boost the performance and horrifying image of the school. Highlight the important skills required in enhancing the communication. (5mks)
2. Highlight three major differences between public speaking and conversation. (5mks)
3. Explain ways through which you can transform negative thoughts into positive ones as you work on your speeches. (5mks)
4. Differentiate between Global plagiarism and patchwork plagiarism. (5mks)
5. List and explain the five attributes that makes one a good networker. (5mks)

SECTION B. (45Marks)

6. “Rather than trying to eliminate every trace of stage fright, you should aim at transforming it from a negative force into what one expert calls positive nervousness.” Discuss the forgoing statement. (15mks)
7. Regardless of the kind of speech communication involved, there are crucial elements that guide the process when a speaker addresses an audience. Identify and discuss these crucial elements. (15mks)
8. Speech making is not one – way street, there should be ethical obligations in public speaking, identify and vividly discuss this ethical Obligations in public speaking. (15mks)
9. In speech making, good delivery does not call attention to itself; instead it conveys the speaker’s ideas clearly, interestingly and without distracting the audience, discuss the methods of delivering a good speech. (15mks)