



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
4TH YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES SOCIAL SCIENCES
& CREATIVE INDUSTRIES
BACHELOR OF ARTS OF LANGUAGE &
COMMUNICATION (CORPORATE
COMMUNICATION)**

**COURSE CODE: LAC 4108
COURSE TITLE: PUBLIC SPEAKING**

DATE: 2ND DECEMBER, 2022

TIME: 8.30AM - 10.30AM

INSTRUCTIONS TO CANDIDATES

- **Question One is Compulsory**
- **Answer Any Other two**

• *This paper consists of printed pages. Please turn over.*

1. a) Discuss the public speaking process. (10 Marks)
- b) Using relevant illustrations, discuss any 5 types of listening in the public speaking context. (10 marks)
- c) Examine any five causes of inefficient listening. (10 marks)
2. a) Discuss any FOUR differences between public speaking and conversations. (12 marks)
- b). Examine any FOUR types of audience in the context of public speaking. (8 marks)
3. a) Outline the steps to choosing a topic for a speech in public speaking. (10 marks)
- b) Discuss the suggestions for writing the conclusion of your speech: (10 marks)
4. Write down the general purpose of the following speech situations: (20 marks)
- a. A lecture on public speaking
 - b. An advertisement for a soft drink
 - c. A music programme on the radio
 - d. A request to donate blood to the Red Cross
 - e. A wedding toast
5. Examine any FIVE aspects of a good speech delivery. (20 marks)

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