

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

COMM 421: SEMINAR II ENGLISH

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 20/09/2021

8.30 A.M – 10.30 A.M

INSTRUCTIONS

- **Answer question one and any two questions from section B**

SECTION A

QUESTION ONE

- (a) Discuss three benefits of research in public speaking. [15 marks]
- (b) Describe five ethical principles that should be upheld in public speaking. [15 marks]

SECTION B

QUESTION TWO

Describe five guidelines of using visual aids effectively in public speaking. [20 marks]

QUESTION THREE

Discuss the use of technology in public speaking. [20 marks]

QUESTION FOUR

Describe any two methods of speech delivery. [20 marks]

QUESTION FIVE

(a) Explain five benefits of effective listening for public speakers. [5 marks]

(b) Describe five ways which a public speaker can use to become a better listener.

[15 marks]
