



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA TECHNOLOGY WITH INFORMATION TECHNOLOGY (MAIN CAMPUS)

AMT 205: PUBLIC SPEAKING

Date: 12th April, 2013

Time: 8.30 – 10.30am

INSTRUCTIONS:

- ◆ Answer THREE questions. Question One is compulsory.

AMT 205: PUBLIC SPEAKING

Instructions: Answer three questions. Question one is compulsory.

1. Write a six minute victory speech for the recently elected President of Kenya (30 Marks)
2. Describe the role of public speaking in public relations (20 Marks)
3. Discuss the essential aspects that one needs to be aware of before starting a public speaking engagement (20 Marks)
4. Citing relevant examples show how audience analysis is important in a public speaking engagement (20 Marks)
5. Describe how non verbal communication can reinforce message reception in public speaking (20 Marks)