

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DILOMA IN JOURNALISM AND MASS
COMMUNICATION**

COMM 251: ORAL COMMUNICATION IN BUSINESS

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer question one (compulsory) and any other two

QUESTION ONE

- (a) Explain five factors to consider about an audience when making a presentation to them. [10 marks]
- (b) Visual aids can interfere with your presentation instead of helping it. Explain five ways to stop this from happening. [10 marks]
- (c) You are to blame when the audience focus on other things instead of your presentation. Explain five points. [10 marks]

QUESTION TWO

A smooth flowing presentation does not necessarily point to extensive research but proper preparation. Discuss five detailed ways showing how true this is. [20 marks]

QUESTION THREE

A persuasive speaker is the one who persuades himself/herself first. Discuss five detailed points. [20 marks]

QUESTION FOUR

Whether listeners of a presentation feel communicated to or feel a speaker is talking to themselves is determined by the speaker. Discuss five detailed points. [20 marks]

QUESTION FIVE

A poor public speaker will sadden those who are happy or annoy those who are sad. Discuss five detailed points on how a good speaker will avoid this embarrassment from happening. [20 marks]
