



# **GRE TSA UNIVERSITY - THIKA**

**UNIVERSITY EXAMINATIONS  
JANUARY - APRIL 2021 SEMESTER**

**DIPLOMA IN JOURNALISM AND MASS  
COMMUNICATION**

**COURSE CODE: DJMC 016**

**COURSE TITLE: PUBLIC SPEAKING AND PERSONAL  
BRANDING**

**DATE: 12 MAY 2021**

**TIME: 8:00 AM - 11:00 AM**

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**INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## **SECTION A: COMPULSORY**

### **QUESTION ONE**

- a) Analyse the elements of personal branding as used in modern world. [5 Marks]
- b) Asses public speaking techniques and skills in Kenya [5 Marks]
- c) Extrapolate who is a public speaker and their values and roles to the society [5 Marks]
- d) Describe the role of public speaking in the society and its importance [10 Marks]
- e) Discuss stage freight in public speaking and how it can be overcome [5 Marks]

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **QUESTION TWO**

- a) Discuss the future of public speaking in Kenya. [15 Marks]
- b) Describe how a room should be prepared during a speech. [5 Marks]

### **QUESTION THREE**

- a) Discuss equipment to check during public speaking session. [5 Marks]
- b) Demonstrate how you will prepare for a public speech. [15 Marks]

### **QUESTION FOUR**

- a) Analyse characteristics of a good speaker in communication concept. [15 Marks]
- b) You have been invited for public speaking, why do you think it is important for you to visit the site prior to the day you will be delivering the speech. [5 Marks]

### **QUESTION FIVE**

- a) Asses the role of the mentor to a public speaker in Africa. [5 Marks]
- b) Exploit the ELEMENTS of public speaking and their importance. [10 Marks]