

PAN AFRICA CHRISTIAN UNIVERSITY
AUGUST 2020 Trimester Exams
COM 105: PUBLIC SPEAKING

Time 3hrs.

Instructions: Answer question ONE and any other THREE questions. Each question carries 10 marks

1. Discuss any **FIVE** fundamental characteristics of an effective public speaker.
Illustrate with appropriate examples (10 marks).
2. *Explain **TWO** audience analysis techniques that are usually adopted by public speakers and show through appropriate examples how each contributes to the success of a communication event (10 marks).*
3. *Discuss **FIVE** tactics that are used by public speakers while countering communication apprehension (10 marks).*
4. *Describe any **FIVE** reasons that demonstrate the need for training in public speaking for any prospective public speaker (10 marks)*
5. *Explain **FIVE** approaches that are used by public speakers when structuring persuasive arguments (10 marks)*