



# **KISII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS SPECIAL/SUPPLEMENTARY EXAMINATIONS**

### **SECOND YEAR EXAMINATION FOR THE AWARD OF THE BACHELORS OF ARTS IN POLITICAL ADMINISTRATION AND POLITICAL SCIENCE SECOND SEMESTER 2024/2025 (AUGUST, 2025)**

#### **BPPS 225: COMMUNICATION AND PUBLIC SPEAKING**

**STREAM: Y2 S2**

**TIME: 2 HOURS**

**DAY: MONDAY, 9.00 – 11.00 A M**

**DATE: 18/08/2025**

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#### **INSTRUCTIONS:**

- 1. Do not write anything on this question paper.**
- 2. Answer Question ONE And Any Other Two questions.**

#### **QUESTION ONE (COMPULSORY) (30 Marks)**

- a) Discuss the following concepts of communication skills; (10 Marks)
- i) Communication
  - ii) Public Speaking
  - iii) Principles
  - iv) Nature of speech discourse
  - v) Public Communication
- b) Discuss the following concepts of public speaking skills; (10 Marks)
- i) Planning
  - ii) Preparing and writing a speech
  - iii) Choosing topics
  - iv) Audience analysis
  - v) Information gathering
- c) Discuss the following concepts of Speech; (10 Marks)
- i) The art of persuasion
  - ii) Principles of effective outlining
  - iii) Types of outlines
  - iv) Speech styles
  - v) Voice and Body language.

## **QUESTION TWO**

- a) Discuss five techniques and skills for effective public speaking. Provide relevant examples. (10 Marks)
- b) Evaluate elements of effective public speeches as used in formal settings such as organizations. Provide relevant examples. (10 Marks)

## **QUESTION THREE**

- a) Analyze steps and procedures followed in the preparation of a public speech. Provide relevant examples to support your analysis. (20 Marks)

## **QUESTION FOUR**

- a) Discuss and analyze key techniques used in evaluating the effectiveness of a speech in public communication. Provide relevant examples. (10Marks)
- b) Discuss and analyze Non-verbal features of speech. Provide relevant examples. (10 Marks)

## **QUESTION FIVE**

- a) Discuss and analyze the principles of encoding and trans-coding public speech. Provide relevant examples. (10 Marks)
- b) Discuss the ethical considerations in public speaking. Tie with relevant examples to support your discussion. (10 Marks)