Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF LEADERSHIP AND MANAGEMENT

UNIT CODE/NAME: LDP 221: ART OF PERSUASION AND PUBLIC SPEAKING

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

You are a church leader and you have invited Mrs. Renson, a specialist in marital counselling to give a speech on the topic - 'Handling mid- life crisis in marriage'. On the material day Mrs. Renson arrives at the venue on time to find less than half of the expected participants. The hall was pretty small, not well ventilated and not cleaned to her expectation. It was rainy season and a lot of rain would occasionally be experienced over the iron sheet roof not to mention the noise coming from the neighbourhood. As the participants came in, Mrs. Renson realized that all people including young and aged were all invited. They filled the hall and some watch from outside through the doors as she carried on with her two hours speech.

a) Briefly discuss at least four steps Mrs. Renson should have taken when deciding on the topic to speak on. **(8 Marks)**
b) In your opinion, what will be the general purpose of this speech? **(4 Marks)**
c) In the case above, discuss some of the challenges Mrs. Renson is likely to face in delivering her speech and how she can deal with them. **(6 Marks)**
d) Citing some situations experienced in this case, bring out the differences between hearing and listening. **(6 Marks)**
e) In reference to this case, briefly discuss the importance of listening. **(6 Marks)**

QUESTION TWO.

Mr. Derikwood is a famous motivational speaker and well known for persuasive speeches.

a) Clearly differentiate between persuasive speech and public speech. **(6 Marks)**
b) Briefly discus the following persuasive techniques :-
    i. Ethos **(3 Marks)**
    ii. Logos **(3 Marks)**
    iii. Pathos **(3 Marks)**

QUESTION THREE

It is advisable that while delivering a public speech, the speaker ensures the audience are listening. The message flows in stages in the mind of the listener.

a) Clearly discuss the stages of listening and how they are interlinked. **(9 Marks)**
b) Bring out at least three things that makes listening very difficult **(6 Marks)**

QUESTION FOUR

In public speaking, a speaker may be forced to support and idea and build argument.

a) Briefly discuss the importance of supporting an idea in a public speech **(6 Marks)**

b) Discuss how relevant and effective are the following ways of supporting ideas;-

i. Facts and statistics **(3 Marks)**

ii. Definitions **(3 Marks)**

iii. Examples **(3 Marks)**

QUESTION FIVE

Body language is considered a very important factor in delivering a speech. This is for both the presenter and the audience.

a) What is body language? Clearly discuss how body language for either the presenter or the audience affects delivery of the speech? **(6 Marks)**

b) Discuss at least three types of body language and their interpretation. **(6 Marks)**

c) In your opinion, is body language important? Why or why not? **(3 Marks)**