



BACHELOR OF ARTS IN LEADERSHIP AND MANAGEMENT

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

SEPTEMBER – DECEMBER 2018 END SEMESTER EXAM – 2 HOURS

INSTRUCTIONS: Answer Question One (Compulsory) and any other two questions

1. a) Define Public Speaking (3 marks)
b). Imagine that you've been asked to speak at a business luncheon and the host has asked you to keep it serious but lighthearted. Explain the type of speech you think would be the most useful (4 marks)
c). Explain the benefits to public speaking (10 marks)
d). Outline FOUR things to do to make your speech great (4 marks)
e). Discuss the Categories of Public Speaking (6 marks)
f). Explain the Importance of Public Speaking (3 marks)
2. a). Explain the Tips on speaking with confidence that will help you develop the strong, powerful tone for projecting confidence in any situation. (5 marks)
b). Explain the **body of a speech** (4 marks)
c). Explain the Goals of a Persuasive Speech (3 marks)
d). Explain what is contained in Public Speaking when Entertaining (3 marks)
3. a). Discuss the FOUR distinct types of informative speeches (8 marks)
b). In public speaking, the word "**support**" refers to a range of strategies that are used to develop the central idea and specific purpose by providing corroborating evidence. Explain the reasons for using support in your speech. (4 marks)
c). Discuss the importance of listening (3 marks)

4. a). With examples, explain the use of Presentation aids in public speaking (5 marks)
- b). Discuss how the steps to selecting a topic for your speech (4 marks)
- c). Outline FOUR characteristics to evaluate when looking at support options (4 marks)
- d). Explain the importance of language in Public Speaking (2 marks)
5. a). Discuss the following Theories of Persuasion (4 marks)
- b). Discuss the difference between the Introduction of a speech and the Conclusion of the same (4 marks)
- c). Briefly explain the delivery of the speech including personal presentation, body language, stage management, audience considerations and management of time. (4 marks)
- d). Define an Outline (2 marks)