

BITS PILANI, DUBAI CAMPUS
Dubai International Academic City, U.A.E.
Year II & IV - Semester I 2012-2013
COMPREHENSIVE EXAMINATIONS (CLOSED BOOK)

Course No: ENGL C353 Course Title: Effective Public Speaking

Date:02.01.13 Time: 3 hrs Maximum Marks:30 Weightage: 30

Note:

Part A – 2hrs and Part B 1 hr

Answer all questions.

PART A

- I. You as a President of Student Council (SC) have to deliver a speech entitled 'It is wrong to drive over the speed limit?' during SC's Executive Committee meeting organized to debate the issue. Write a full-fledged persuasive speech in *about 500 words* and indicate the word-count at the end of the speech. Also underline the connective devices used by you in the speech .

(7 marks)

- II. Mr. Steve Jobs, a renowned American entrepreneur, passed away on October 5, 2011 in his California home aged 56. Sunday, October 16, 2011, was declared "Steve Jobs Day" by Governor Jerry Brown of California. On that day, an invitation-only memorial was held at Stanford University. Those in attendance included Apple and other tech company executives, members of the media, celebrities, close friends of Jobs, and politicians, along with Jobs' family.

You being Steve Job's sister Mona Simpson, a novelist and a professor of English at the University of California, Los Angeles are required to pay homage to the departed leader at the service. Write the text of the *eulogy* in *about 300 words* and indicate the word-count at the end of the speech

(6 marks)

- III. Answer the following questions.

(4+3+3=10 marks)

1. Differentiate between hearing and listening? Explain the SIER model of critical listening.
2. What are the classical persuasive appeals? Do you think they are applicable in public speaking?
3. What is a sense of humour? Explain any five factors that influence a person's sense of humour.

PART B

- I. Participate in a Group Discussion based on a topic. The topics will be provided to you on the spot. You will be given 10 minutes to organize your thoughts before the discussion commences.

(7 marks)

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Years II & IV-Semester I 2012-2013
TEST I (CLOSED BOOK)

Course No: ENGL C353 **Course Title: Effective Public Speaking**
Date: 04.10.12 **Time: 50 minutes** **Maximum Marks: 15** **Weightage: 15**
Note: Answer all questions.

- I. (a) What are the basic patterns of organizing main points in a speech? Which are appropriate for informative speeches? Which is/are used only in persuasive speeches? Which is used most often?
(3 ¼ marks)
- (b) What organizational method or methods might you use to arrange main points for speeches with the following specific purpose statements.
- a. To inform my audience about the major events in the development of the civil rights movement from 1955 to 1970.
 - b. To persuade my audience that our state legislature should enact tougher laws to deal with the problem of motorists who run red lights.
 - c. To inform my audience about the major kinds of symbols used in traditional Native American art.
- (¾ mark)
- II. How does the following speech excerpt violate the guidelines for using statistics presented in your textbook.
- Restaurants are paying more for seafood and top cuts of meat. The price of king crab legs rose \$7.07 in the past year, from \$8.27 to \$ 15.34. The cost of gulf shrimp rose \$ 2.12, from \$ 12.68 to \$ 14.80. Likewise, the cost of a tenderloin filet rose \$ 9.53, from \$ 15.79 to \$ 25.32. And the cost of a steak rose \$ 1.94 from \$ 4.16 to \$ 6.10.
- (3 marks)
- III. Discuss the various methods of delivering a speech. Which one is the most suitable for your classroom speeches and why?
(5 marks)
- IV. What is communication apprehension and in what forms it exists? Explain by giving examples.
(3 marks)