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BITS PILANI, DUBAI CAMPUS
Dubai International Academic City, U.A.E.
Semester I: 2013-2014
COMPREHENSIVE EXAMINATIONS (CLOSED BOOK)

Course No: ENGL C353/GS F245 Course Title: Effective Public Speaking
Date: 02.2.13 Time: 2 hrs Maximum Marks: 23 Weightage: 23
Note: Answer all questions.

- I. You as Velda Nemone, Cyber Security Chief at the National Security Council, at Symantec's Government Symposium, the annual conference for public sector customers and government officials have to deliver a speech entitled "Cyber crimes need to be controlled". Write a full-fledged persuasive speech in *about 500 words* and indicate word-count at the end of the speech. Also underline the connective devices used by you.

(7 marks)

- II. Lawrence "Larry" Page, the famous American computer scientist and Internet entrepreneur and the founder of Google was invited to attend the symposium on Grand Challenges of Engineering organized by the National Academy of Engineering, USA on Dec 12, 2013. Those in attendance included Sergey Brin co-founder of Google and many senior executives of his organization, top executives of other organizations like Qi Lu of Microsoft, Tim Cook of Apple and Lawrence Ellison of Oracle, etc.

As the Convener of the symposium, prepare an introduction speech of *350 words*, and indicate the word-count at the end of the speech.

(6 marks)

- III. Fill in the blanks.

(10 marks)

- i. _____ refers to the audience who possess somewhat volatile behavior.
- ii. Psychological analysis of audience focuses on _____.
- iii. The classic categorization of audience proposed by _____ has _____ types of audience.
- iv. With education and maturity, _____ replaces extreme ethnocentrism.
- v. 'Okay', 'so', 'basically', if used in a speech, are called _____.
- vi. The speaker needs to make his last impression as _____ and as _____ as he/she can.
- vii. _____ said, 'If the audience is not with you at the beginning, they will not be with you at the end. Work at effective introduction.'
- viii. Persuasion is a _____ approach.
- ix. The goal of a persuasive speaker is to _____ audience's choices and mindsets.
- x. _____, _____, and _____ are the three strategies suggested by Gary T Hunt for the persuasive speakers.

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BITS PILANI, DUBAI CAMPUS
Dubai International Academic City, U.A.E.
Semester I 2013-2014
TEST I (CLOSED BOOK)

Course No: ENGL C353/GS 245 Course Title: Effective Public Speaking
Date: 25.09.13 Time: 50 minutes Maximum Marks: 15 Weightage: 15
Note: Answer all questions.

- I. **Fill in the blanks:** (1/2 × 20 = 10 marks)
- a. A successful speaker must ensure that his body language is consistent with his _____.
 - b. Changes in pitch are known as _____.
 - c. _____ is a method of speech organization in which the main points follow a directional pattern.
 - d. _____ is a carefully prepared and rehearsed speech that is presented from a brief set of notes.
 - e. In any ordinary communication, the amount of nonverbal expressions used is _____ percent.
 - f. When accuracy is essential and a speech must be delivered word for word _____ delivery is most appropriate.
 - g. Speakers who lack vocal variety are said to speak in a _____.
 - h. Which organizational pattern would be most effective for arranging the main points of a speech with the specific purpose, 'To inform my audience about the four major elements in a landscape painting'? _____
 - i. When you want to change or structure the attitudes of your audience, your general purpose is to _____.
 - j. If the following statement occurred in the body of a speech, it would be an example of what kind of connective?
 - i. As I shall explain next, solving the problem of groundwater contamination involves two steps –limiting new development and requiring builders to use more efficient septic _____.
 - k. 'Finally' is an example of the connective _____.
 - l. _____ is based on a person's voice and body rather than words.
 - m. It is essential that every gesture, every nuance, and the contents that one uses should be _____ several times for effectiveness.
 - n. Which organizational pattern would be most effective for arranging the main points of a speech with the central idea, 'The problem of adult literacy can be solved by a combination of individual and government action'? _____
 - o. A _____ is a short summary that identifies what the speech is about whereas a _____ contains the central idea of the speech.

- p. In a _____ speech, the speaker just gives back the text to the audience verbatim.
- q. _____ is a microphone that is worn like a big pendant on a loop around the neck.
- r. A connective is a word or phrase that connects the ideas of a speech and indicates the relationship between them.
- s. _____ speech is delivered with little or no immediate preparation.

II. Choose the most correct answer. (¼ × 4 =1 mark)

- a. Changes in a speaker's rate, pitch, volume and pauses are referred to as
 - i. Vocal variety
 - ii. Vocalized pausing
 - iii. Oral fluctuation
 - iv. Variable inflection
- b. In which of the following situations will the personal appearance of the speaker have an impact on the audience's perception of the speaker?
 - i. A police officer presenting an educational talk
 - ii. A concerned citizen being interviewed on the news
 - iii. A lawyer addressing a jury
 - iv. All of the above
- c. Upon reaching the lectern to start a speech, you should
 - i. Begin speaking immediately
 - ii. Confess how nervous you are
 - iii. Make eye contact with your listeners
 - iv. All of the above
- d. One of the advantages of using the extemporaneous method of delivery is that it
 - i. Ensures precise choice of words
 - ii. Encourages conversational quality
 - iii. Requires only limited preparation
 - iv. Allows for better articulation

III. Say whether True or False. (¼ × 4 =1 mark)

- a. Word or phrases that indicate when a speaker has completed one thought and is moving to another are called bridges.
- b. Maslow phrases are the phrases that a speaker habitually uses to fill the space between thoughts.
- c. Quoting is a kind of testimony.
- d. Chronological pattern is the most widely used pattern.

IV. Answer briefly. (1 × 3 =3 marks)

- a. The qualities desired in the supporting materials of a speech
- b. Difference between facts and statistics
- c. Difference between peer and expert testimony