



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

Course No: ENGL C353/GS F245                      Course Title: Effective Public Speaking  
Date: 30.05.13                      Time: 2 hrs                      Maximum Marks: 23                      Weightage: 23  
Note: Answer all questions.

- I. You as an Executive Director of *inSPIRE* STEM USA have to deliver a speech entitled "Is Science, Technology, Engineering and Mathematics (STEM) education need of the hour?" during 1st Annual California STEM Conference organized to debate the issue. 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. Mark Elliot Zuckerberg, the famous American computer programmer and entrepreneur, was invited to attend Facebook f8 Developers Conference in San Francisco, California held on April 22, 2013. Those in attendance included 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 conference, prepare an introduction speech of 350 words, and indicate the word-count at the end of the speech.

( 6 marks)

- III. Answer the following questions.

1. What is the difference between (1.5+0.5+1+1 marks)  
a) Listening and hearing  
b) Active and passive listening  
c) Spatial pattern and topical pattern  
d) Mind mapping and taxonomizing
2. How will you differentiate between facts and statistics? 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.

(3.5 marks)

3. What are the functions of an introduction in a speech? What is the importance of a conclusion?

(2.5 marks)

## ANSWERING SCHEME/MARKING SCHEME

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( 7 marks)

ANS:

**You cannot choose to speak against the topic because of your position.  
You need to defend your stand by giving 3 valid arguments.**

*Introduction : 1.25 marks*

Attention grabber - 0.25 mark  
Reason to listen - 0.25 mark  
Credibility statement - 0.25 mark  
Thesis statement - 0.25 mark  
Preview - 0.25 mark

*Main Body : 4.5 marks*

Point I - 1.5 marks  
Point II - 1.5 marks  
Point III - 1.5 marks

*Conclusion : 1.25 marks*

Restate thesis - 0.25 mark  
Restate main points - 0.25 mark  
Call – to –action - 0.25 mark  
Clincher - 0.50 mark

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( 6 marks)

ANS:

Introduction Speech

1. Opening – attention grabber – 1 mark
2. Who the guest is, what is his background and his achievements  
a. Build enthusiasm for the upcoming speaker.  
b. Build enthusiasm for the speaker's topic. – 4 marks
3. Establish a welcoming climate that will boost the speaker's credibility.  
Make the audience receptive to the speaker. Confirm and repeat the speaker's name and his credentials – 1 mark

III. Answer the following questions.

1. What is the difference between (1.5+0.5+1+1 marks)
  - a) Listening and hearing
  - b) Active and passive listening
  - c) Spatial pattern and topical pattern
  - d) Mind mapping and taxonomizing

(Refer to the TB for the answers.)

2. How will you differentiate between facts and statistics? 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.

(3.5 marks)

**ANS:**

**Difference between facts and statistics – ½ mark**

**This statement drowns listeners in a sea of numbers.**

**Using fewer statistics would be more effective**

*1 mark*

**–as would rounding off the price increases rather than citing the exact amounts.**

*1 mark*

**Moreover, the source of the statistics is not identified.**

*1 mark*

*( Review: Additional tips for using statistics; p 139)*

3. What are the functions of an introduction in a speech? What is the importance of a conclusion?

(2.5 marks)

**ANS:**

**(Refer to the TB for the answers.**

**Functions of Introduction – 2 marks**

**Importance of conclusion – ½ mark**

11-12-13

**BITS PILANI, DUBAI CAMPUS**  
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**Year II, III & IV-Semester II 2012-2013**  
**TEST I (CLOSED BOOK)**

**Course No: ENGL C353/GS F245    Course Title: Effective Public Speaking**  
**Date: 24.03.13    Time: 50 minutes    Maximum Marks: 15    Weightage: 15**  
**Note: Answer all questions.**

- I. Explain the significance of posture, gesture and facial expression in public speaking.  
(3 marks)
- II. Discuss the guidelines given in your textbook for preparing and presenting the audio-visual aids.  
(3 ¼ marks)
- III. What is the classic categorization of audience. Explain the categories briefly.  
(5 ¼ marks)
- IV. Discuss the *theory of motivation* as given by Abraham Maslow. How far is it useful for a public speaker?  
(3 marks)

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**Date: 24.03.13      Time: 50 minutes      Maximum Marks: 15      Weightage: 15**  
**Note: Answer all questions.**

- I. Explain the significance of posture, gesture and facial expression in public speaking. (3 marks)

ANS:

Students need to discuss:

- |                      |        |
|----------------------|--------|
| 1. Posture           | 1 mark |
| 2. Gesture           | 1 mark |
| 3. Facial expression | 1 mark |

- II. Discuss the guidelines given in your textbook for preparing and presenting the audio-visual aids. (3 ¾ marks)

ANS:

1. Know how to use the aids
  2. Ensure visibility and clarity of voice
  3. Ensure clarity
- ( Each correct answer carries 1 ¼ marks.)

- III. What is the classic categorization of audience. Explain the categories briefly. (5 ¼ marks)

ANS:

1. Discussion Group
2. Pedestrian
3. Selected
4. Concentrated
5. Organized

( Each correct answer carries 1 mark + ½ mark for introduction.)

- IV. Discuss the *theory of motivation* as given by Abraham Maslow. How far is it useful for a public speaker? (3 marks)

Ans: Student needs to discuss:

1. Physiological needs
2. Safety
3. Love

**4. Self-esteem**

**5. Self-actualization**

*( Each motivational factor carries 1/2 mark= 2.5 marks )*

**Student also needs to explain usefulness of this theory.  $\frac{1}{2}$  mark will be awarded to the correct explanation.**