



**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL**  
**SCIENCES**

**DEPARTMENT OF HUMANITIES**

**UNIVERSITY ORDINARY EXAMINATION**

**2023/2024 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR**  
**OF LINGUISTICS AND COMMUNICATION STUDIES**

**CLM 203 – CONTEXT OF HUMAN COMMUNICATION**

**DURATION: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

**QUESTION ONE (30 MARKS)**

- a) Explain the purpose of public speaking. (10 marks)
- b) State five types of technical presentations. (10 marks)
- c) Explain why a public speaker should observe ethics. (10 marks)

**SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO (20 MARKS)**

- a) Describe the strategies for designing your speech. (10 marks)
- b) Explain how you can maintain the attention of your audience while giving a speech. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Explain the guidelines for selecting words to use in your speech. (10 marks)
- b) Discuss how you can ensure you keep your speech presentation within the allocated time. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe four methods of speech presentation. (10 marks)
- b) Explain the stages in speech writing. (10 marks)