

Uva Wellassa University
Faculty of Management

3rd YEAR 2nd SEMESTER EXAMINATION – MAY/JUNE 2017

BGE 311-1 communication skills II



Instructions to candidates:

No. of pages : One (01)
No. of questions : Four (04)
Time : One (01) Hour
Marks allocated : 40 Marks

Index No:

Answer any Two (02) questions only.
Each question carries equal marks.

1. Understanding one's audience is one of the most important elements of effective communication. When you're preparing a presentation, what do you need to know about your audience? (20 marks)
2. Explain the following delivery methods of public speaking by giving examples
 - 1) Impromptu speaking
 - 2) Extemporaneous speaking
 - 3) Manuscript speaking
 - 4) Memorized speaking (20 marks)
3. "The success of your presentation will be judged not by the knowledge you send but by what the listener receives." Discuss. (20 marks)
4. In a 2016 survey, employers ranked "Ability to verbally communicate with persons inside and outside the organization" as the number one skill or quality they look for in a candidate. Explain how you can demonstrate yourself as the best candidate in a job interview. (20 marks)

