



THIRD YEAR SECOND SEMESTER EXAMINATION –SEPTEMBER/OCTOBER 2015

ESS 301 – 1 Communication Skills

Instructions to candidates:

No. of pages : One (01)
No. of questions : Four (04)
Time allocation: : One (01) Hour
Marks allocated : 60 Marks

Answer any two (02) questions.

- 01) Write short notes on following:** (7.5 Marks x 4 = 30 Marks)
- a) Formal Presentations
 - b) Persuasion
 - c) Public Speaking
 - d) Body Language
- 02) a) Describe the ways to maintain audience attention in a formal presentation. (15 Marks)**
b) Explain how the visual aids can contribute to a rich delivery of an academic presentation. (15 Marks)
- 03) a) Describe four (04) types of reasoning with relevant examples. (15 Marks)**
b) Explain how to develop credibility by a public speaker and describe the factors affects the credibility. (15 Marks)
- 04) a) In what way presentation skills are significant in building interaction with the audience in a business presentation? Explain with relevant examples. (15 Marks)**
b) Why a graduate need to be familiar with the audio visual aids used in a formal presentation. Discuss. (15 Marks)