



**Uva Wellassa University
Faculty of Management**

THIRD YEAR SECOND SEMESTER EXAMINATION –AUGUST/SEPTEMBER 2014

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 : 100 Marks

Answer any two (02) questions including question No 01.

- 01) Write short notes on following: (12.5 Marks x 4 = 50 Marks)
 - a) Visual Aids
 - b) Eye Contact
 - c) Gestures & Posture
 - d) Vocal Techniques

- 02) a) Explain the ways to gain audience attention in to a public speech. (25 Marks)
 - b) Clarify how the audio visual equipment can contribute to a rich delivery of a presentation. (25 Marks)

- 03) a) Describe five (05) fallacies of reasoning with relevant examples. (25 Marks)
 - b) Explain the three (03) types of credibility and describe the tips for enhancing credibility. (25 Marks)

- 04) a) How vocal techniques are important in building interaction with audience in a business presentation. Explain with relevant examples. (25 Marks)
 - b) Why a public speaker need to “know the audience” before a public speech. Discuss. (25 Marks)