



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)