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Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.A.(Eng)-Hons-2023/B.A.(Eng)-Hons-2024
Course Name – Public Speaking
Course Code - BEN30002
(Semester III)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Identify which of the following is a key element in preparing for a public speech.

a) Memorizing every word
b) Speaking without notes
c) Speaking as quickly as possible
d) Understanding the audience

(ii) Describe which of the following is most likely to be a setting for corporate public speaking.

a) A university lecture hall
b) A boardroom or company conference
c) A live television broadcast
d) A political rally

(iii) Which of the following applies to pursuasive mode of public speaking?

a) Media Advertisement
b) News
c) Comedy Shows
d) Daily Soap

(iv) Discover which of the following is NOT a component of active listening.

a) Eye contact
b) Summarizing the speaker's message
c) Thinking about your response while the speaker is talking
d) Asking clarifying questions

(v) Identify the purpose of summarizing the speaker's message in your feedback.

a) To cut the conversation short
b) To show that you were listening and to verify your understanding
c) To challenge the speaker's points
d) To redirect the conversation to a new topic

(vi) Articulate the importance to know your audience before giving a speech.

a) So you can tailor your message to their interests and level of understanding
b) To judge their appearance
c) To make sure you impress them with complicated jargon
d) To decide whether the speech should be long or short

(vii) Observe which of the following skills is NOT mentioned as a benefit of public speaking.

a) Boosting confidence
b) Developing vocabulary

c) Learning computer programming
d) Improving critical thinking

(viii) Indicate why is it important to maintaining eye contact while speaking to someone.

a) It shows you are interested and paying attention
b) It helps you dominate the conversation
c) It makes the other person uncomfortable
d) It allows you to avoid listening

(ix) State what is the primary purpose of audience analysis in communication.

a) To adjust the tone of the message
b) To identify and understand the audience's needs and preferences
c) To create more complex content
d) To minimize audience participation

(x) Observe which type of non-verbal communication involves the sense of touch.

a) Haptics
b) Chronemics
c) Kinesics
d) Proxemics

(xi) Identify when is it ethical to use emotional appeals in a speech.

a) When they are used in conjunction with factual evidence and logical reasoning
b) When they are used to manipulate the audience's feelings
c) When the speaker wants to avoid presenting facts
d) When the speech lacks substance

(xii) Select which of the following best describes pathos in persuasive speaking.

a) The speaker's ethical appeal
b) An appeal to the audience's emotions
c) The logical structure of the argument
d) The use of expert testimony

(xiii) Examine the qualities important for a leader.

a) Speaking more than listening
b) Delegating tasks without explanation
c) Avoiding difficult conversations
d) Clearly articulating vision and goals

(xiv) Examine which of the following is a good practice when concluding a speech.

a) Ending abruptly after the last point
b) Restating the main points in a concise manner
c) Introducing a new idea to extend the discussion
d) Apologizing for any mistakes during the speech

(xv) Examine how should you organize the body of a speech for maximum clarity and impact.

a) Randomly mix ideas
b) Use a clear structure with main points and supporting details
c) Skip over difficult points
d) Only present your opinion

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Group-B

(Short Answer Type Questions) 3 x 5=15

2. Determine how to avoid communication failures caused by noise. (3)
3. Determine how can a speaker handle stage fright effectively. (3)
4. State the purpose of a speech introduction. (3)
5. Explain how does intuitive thinking differ from critical thinking. (3)
6. How do you evaluate and improve your public speaking skills? (3)

OR

Distinguish Empathetic Listening and Appreciative Listening. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Discuss how can glossophobia impact professional and personal life. (5)
8. Discuss the role of trust-building in the persuasion process and how it influences the audience's receptivity to ideas. (5)
9. Compare and contrast Informative and Persuasive speaking. (5)

10. Examine how can a speaker manage emotional responses to negative feedback. (5)
11. Assess how can speakers adapt their communication styles to accommodate diverse audiences . (5)
12. Compile the stepts for incorporating videos into a presentation effectively. (5)

OR

Design a persuasive speech on Importance of Conserving Heritage in India. (5)

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