

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

**December, 2016**

00233

**BFW-044 : ART OF PUBLIC SPEAKING – I**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt All questions.*

1. Considering yourself to be a salesperson of any retail outlet, state all the factors related to the persuasive power of communication that makes a customer buy the product. 20
2. What are Tone and Rhythm ? Why are these important in public speaking ? 10
3. What is persuasive talking ? Discuss the importance of using evidence in persuasive talking. 10
4. Attempt any *five* of the following :
  - (a) Language is said to have originated from sounds and gestures. Explain. 6
  - (b) What points should one keep in mind while delivering one's first lecture ? 6

- (c) What is the role of evidence in a persuasive speech ? Explain with suitable examples. 6
- (d) What are the different ways to improve body language ? 6
- (e) Differentiate between “Hearing and Listening” in public speaking. What are the points to be kept in mind to become a successful public speaker ? 6
- (f) “Style in public speaking should be based on one’s natural rhythm.” Illustrate the statement. 6
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