

BA URP SUPPLEMENATARY EXAMINATIONS

GES 4360 –PLANNING PRESENTATION & COMMUNICATION TECHNIQUES

AUGUST 2023

TIME: 3 Hours

MARKS: 100

Instructions:

- Answer ANY **Four (4)** questions
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QUESTION ONE

Of the three types of communication, which one would you use to solicit for funding of a particular project that is direly needed in your Community Council? In your answer, demonstrate with examples the techniques that you would use to ensure that your proposal is really convincing to the possible funders. [25]

QUESTION 2

Illustrate how you would convince the community to accept a certain planned project within their area despite the fact that there have been a lot of negative allegations against the same project. [25]

QUESTION 3

- (a) Mention and discuss the five types of presentations? [15]
 - (b) What do they have in common? [10]
- [25]

QUESTION 4

Indicate how the “5-Whys” technique that was developed by Sakichi Toyoda in the 1930s has proven to be one of the useful tools that has been adopted in many disciplines. [25]

QUESTION 5

What are the key factors that need to be taken into consideration, before, during and after a presentation/talk? [25]

QUESTION 6

Critically discuss the seven (7) proven strategies seven strategies that have been proven to be effective in improving communication skills as argued by Alan Barker (2000). **[25]**