

NATIONAL UNIVERSITY OF LESOTHO

BA URP FINAL EXAMINATIONS

GES 4360 –PLANNING PRESENTATION & COMMUNICATION TECHNIQUES

MAY 2023

TIME: 3 Hours

MARKS: 100

Instructions:

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

Discuss the principles of scientific communication that professional planners use to ensure that the project and/or programmes that they are advocating for are approved at all levels. [25]

QUESTION TWO

Which are the three main types of communication? State how a planner can employ each type coupled with the seven C's of Effective Communication. Support your answer with tangible examples. [25]

QUESTION 3

A local authority that you work for, wants to implement a community development project in a selected settlement within its area of jurisdiction. As a Project Manager, which skills would you use to entice the community into accepting this proposed project in their settlement? [25]

QUESTION 4

- (a) Mention five types of presentations. [15]
 - (b) Briefly discuss the ten (10) pointers for a good talk/presentation. [10]
- [25]

QUESTION 5

Briefly highlight the different techniques and tools that are used for effective planning in today's dynamic environments. In your answer demonstrate as to how you can use such tools and

techniques in addressing challenges that you will be confronted with as a practicing Urban and Regional Planner. [25]

QUESTION 6

Many people dream of presenting so flawlessly that the audience erupts in a standing ovation; but fears about forgetting a line or stumbling on stage can quickly dampen any excitement, Highlight five critical steps that people (a presenter) can use in order to overcome this anxiety that is associated with presenting or speaking in front of an audience as suggested by Mark Bonchek and Mandy Gonzale (2018). [25]