

**UNIVERSITY OF FORT HARE
EAST LONDON CAMPUS**

ECP 122

**MAIN EXAMINATION
NOVEMBER 2024**

.....
Time: 2 HOURS

Marks: 100

There are THREE pages including the cover page.

ECP 122

Internal examiner:

**Dr Tania Goremusandu
Ms Makua MB**

Instructions

Answer all questions in the answer booklet provided.

Oral Communication & Public-Speaking Delivery

1. Discuss the FOUR types of speeches discussed in class this semester. Which speech is generally understood to be the best? (10)
2. Name and briefly explain the FOUR considerations of the audience a speaker should make according to the cultural prerogatives. (8)
3. In what THREE ways can a speaker receive feedback from his or her audience when presenting a speech? (9)
4. What FOUR factors are important to identify before writing a speech? (8)

Visual Aids, Visual Literacy & Persuasive Communication

5. What is visual literacy and why is it so important in today's business world? (5)
6. For an advert to be influential, it needs to motivate behavioural and spending change in the consumer. This can be done in FOUR steps. Explain each of these steps. (8)
7. Choose ONE type of visual aid from the list provided in class to explain your selection considering the THREE important areas for visuals. (10)

Gender & Culture: Language Awareness in the workplace

8. Discuss the FOUR cultural orientations discussed in class. (8)
9. It is important to notice the differences between cultures, especially when dealing with people in the workplace. Discuss FOUR areas in which people from different cultures differ from one another. (8)
10. Discuss how one should be aware of language in the workplace with regards to gender under the following headings:
 - 10.1 Avoiding generics. (3)
 - 10.2 Limiting women to their physical attributes. (3)
 - 10.3 Representing women and men equally. (3)
11. Explain ethnocentrism and discuss THREE ways it can be avoided in the workplace. (5)

Interviews

12. Your body language is important in an interview. Explain SIX tips for sending across the correct message to a potential employer when in an interview. (12)

TOTAL: 100 MARKS

*****ALL THE BEST*****

