

CHAPTER 11

1. Ineffective presentations suffer what types of consequences?
 - a. inefficient use of time
 - b. vital information not communicated
 - c. lost sales
 - d. waste of financial resources
 - e. **all of these**

2. Which of the following is *not* a typical purpose of most business presentations?
 - a. explaining
 - b. motivating
 - c. reporting
 - d. persuading
 - e. **enhancing**

3. A publisher's presentation to a group of authors to describe how the publishing process works has the purpose of
 - a. reporting.
 - b. **explaining.**
 - c. persuading.
 - d. motivating.
 - e. lecturing.

4. A presentation that brings sales representatives up to date on new products has the purpose of
 - a. **reporting.**
 - b. explaining.
 - c. lecturing.
 - d. persuading.
 - e. motivating.

5. Knowing your purpose enables you to _____ after you deliver your presentation.
 - a. analyze your audience
 - b. understand your audience's motivations
 - c. evaluate the quality of data
 - d. review the quality of visual aids
 - e. **judge your effectiveness**

6. Identify a psychological need that you should analyze when learning about the audience for an oral presentation.
 - a. age
 - b. organizational status
 - c. **attitudes**
 - d. education
 - e. demographics

7. If you believe your listeners are likely to be hostile to you or your message, your presentation will have to
 - a. include few examples to avoid overwhelming the audience.
 - b. be more modest, downplaying your credentials.
 - c. use language that is familiar to the majority of the audience.

- d. establish your credibility and possibly quote other experts.
- e. use complex terminology to demonstrate your mastery of the material.

