

# Chapter 13 Developing and Delivering Effective Presentations

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## Multiple-Choice Questions

1) Which of the following is NOT one of the general purposes mentioned in the text?

- A) To inform                      B) To persuade                      C) To motivate                      D) To critique

Answer: D

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2) Of the following steps to refining a speech, which is the second filter that identifies what you as the presenter want the audience to think, believe, feel, or do as a result of listening to your presentation?

- A) Topic choice    B) Specific purpose  
C) Central idea    D) General purpose

Answer: B

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3) When a speaker gains information about the audience's needs, he or she should consider which of the following characteristics?

- A) Demographic variables    B) Audience attitudes toward the subject  
C) Knowledge level    D) All of the above

Answer: D

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4) Which of the following is NOT a demographic variable?

- A) Personal appearance  
B) Occupation  
C) Economic and social status  
D) Gender  
E) Age

Answer: A

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5) When a speaker provides a definition, uses a comparison, or gives a historical overview, which type of external support is being used?

- A) Examples                      B) Testimonials                      C) Explanations                      D) Statistics

Answer: C

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6) Which of the following types of support material can be used to reduce large masses of information into categories, to emphasize size, or to indicate trends?

- A) Explanations      B) Statistics      C) Examples      D) Testimonials

Answer: B

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7) For a testimony to be an effective type of support, the source must

- A) have credibility and be perceived as credible by the audience.  
B) be opinionated.  
C) have world-wide acclaim.  
D) be an expert in their field.

Answer: A

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8) Which of the following is NOT one of the three basic categories of visual aids?

- A) The actual object  
B) Pictorial reproductions (photographs, slides, drawings)  
C) Pictorial symbols (graphs, charts, diagrams)  
D) Vivid imagery

Answer: D

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9) Conclusions can perform all of the following functions EXCEPT to

- A) signal the end of the presentation.  
B) summarize the key points of the presentation.  
C) introduce and discuss new ideas.  
D) reinforce the specific purpose.

Answer: C

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10) According to the text, the three functions of an introduction are

- A) to entertain, preview purpose, and motivate.  
B) to orient, motivate, and build rapport.  
C) to build credibility, review main points, and provide a closing thought.  
D) to motivate, entertain, and celebrate.

Answer: B

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- 11) Which outline should speakers use during the actual presentation?
- A) Topic outline
  - B) Speaker's outline
  - C) Complete-sentence outline
  - D) Working outline

Answer: B  
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- 12) Which of the following is the correct sequence for subdividing the content of an outline?
- A) I, A, 1, a
  - B) A, I, 1, a
  - C) 1, a, A, I
  - D) I, 1, A, a

Answer: A  
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- 13) The comment "Eye Contact!" would most likely appear on a
- A) complete-sentence outline.
  - B) topic outline.
  - C) speaker's outline.
  - D) formal outline.

Answer: C  
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- 14) A speaker states, "Now that we have identified the problem of parking on our campus, let's shift into overdrive and analyze the possible solutions." Which device is the speaker using?

- A) An external summation
- B) A transition
- C) An internal example
- D) A spotlight function

Answer: B  
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- 15) The method of delivery that encourages thorough preparation, adaptability for contingencies of any situation, and flexibility is

- A) impromptu.
- B) manuscript.
- C) memorized.
- D) extemporaneous.
- E) oration.

Answer: D  
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- 16) Which method of delivery is appropriate when exact wording or timing is required?

- A) Manuscript
- B) Memorized
- C) Extemporaneous
- D) Impromptu

Answer: A  
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