

Chapter 14 Informative Presentations

Multiple-Choice Questions

- 1) Which of the following topics would not be considered an informative presentation?
- A) Introducing a new policy for recruiting personnel
 - B) Alerting the sales force to reverse a trend toward providing a less personalized service to clients
 - C) Briefing executives on departmental performance goals
 - D) Training people to use a new computer software

Answer: B
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- 2) Which of the following is NOT a function of informative presentations?
- A) Sharing information and ideas
 - B) Shaping perceptions
 - C) Setting agendas
 - D) Celebrating accomplishments

Answer: D
Page Ref: 405-406

- 3) What function is served when a presentation relays data on the status quo, new ideas, new directions, or proposed changes?
- A) Shaping perceptions
 - B) Setting agendas
 - C) Sharing perceptions
 - D) Providing information

Answer: D
Page Ref: 405

- 4) What function is served when an informative presentation helps others to establish priorities, order their goals, or put ideas in context?
- A) Shaping perceptions
 - B) Setting agendas
 - C) Sharing information
 - D) Persuading

Answer: B
Page Ref: 406

- 5) The choice of an appropriate method of organizing a presentation depends on
- A) the function of the presentation.
 - B) audience size.
 - C) the size of the room.
 - D) the length of the presentation.

Answer: A
Page Ref: 307

- 6) Descriptive presentations seek to satisfy audience members' need to
- A) have facts, figures, and other data.
 - B) learn how to do something.
 - C) see how something works.
 - D) have order.

Answer: A
Page Ref: 408

- 7) Which type of pattern organizes the main points of the message as parallel elements of the topic itself?
- A) Spatial
 - B) Chronological
 - C) Comparison/Contrast
 - D) Topical

Answer: D
Page Ref: 408

- 8) What is the most successful topical arrangement in which to present main points of information to the audience?
- A) Arrange main points of equal importance.
 - B) Discuss most important main points first and last.
 - C) Discuss most important main points last.
 - D) Discuss most important main points in the middle.

Answer: B
Page Ref: 408

- 9) How does the chronological pattern organize main points?
- A) In order of importance
 - B) In a geographical sequence
 - C) In a time sequence
 - D) In a cause/effect sequence

Answer: C
Page Ref: 409

- 10) Which statement should a speaker avoid interjecting into descriptive presentations?
- A) "This is the way it is."
 - B) "This is the way it was."
 - C) "This suggests that . . ."
 - D) "The information was obtained from . . ."

Answer: C
Page Ref: 410

- 11) Which pattern of organization works best with a demonstrative presentation?
A) Chronological B) Topical C) Cause/Effect D) Spatial

Answer: D
Page Ref: 412

- 12) Which criterion should a speaker rely on in choosing the best pattern of organization for a presentation?
A) The goal of the presentation determines the pattern.
B) The size of the audience determines the pattern.
C) The length of the speech determines the pattern.
D) The number of main points determines the pattern.

Answer: A
Page Ref: 412

- 13) What type of informative presentation addresses "why" questions?
A) Demonstration B) Explanation
C) Description D) Instructional

Answer: B
Page Ref: 413

- 14) What type of informative presentation format simply gives an account of the status quo?
A) Explanation B) Briefing
C) Training session D) Report

Answer: D
Page Ref: 415

- 15) Noise that comes from the competing personal needs a listener may have is known as _____ noise.
A) physiological B) physical C) psychological D) pragmatic

Answer: A
Page Ref: 416

- 16) Which is an example of psychological noise?
A) "Boy, I'm really hungry. When will this guy be done?"
B) "When is the next break?"
C) "Look at how nice it is outside."
D) "I hope Mr. Smith likes what I'm wearing tonight. I hope it's not too extravagant."

Answer: D
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