

Chapter 15 Persuasive and Special Presentations

Multiple-Choice Questions

1) Which type of persuasive presentation serves to maintain the status quo and strengthen the audience's attitudes, values, and beliefs?

- A) Refutation
- B) Call to action
- C) Reinforcement
- D) Explanation

Answer: C
Page Ref: 432

2) Which type of persuasive presentation shows audience members that an idea, or a belief, they hold is misunderstood or misconceptualized?

- A) Refutation
- B) Call to action
- C) Promoting change
- D) Reinforcement

Answer: A
Page Ref: 433

3) When a speaker is trying to promote change, he or she attempts to _____ the listeners' thoughts or behaviors.

- A) motivate
- B) distinguish
- C) manipulate
- D) redirect

Answer: D
Page Ref: 434

4) What are three typical formats for persuasive presentations?

- A) Motivation sessions, briefings, and reports
- B) Briefings, proposals, and meetings
- C) Sales, proposals, and motivational sessions
- D) Sales, meetings, and reports

Answer: C
Page Ref: 437

5) What persuasive resource does a speaker use when his or her attempts to persuade an audience are based on the testimony or influence of a valued or popular employee?

- A) The listener's perspective
- B) An opinion leader
- C) Credibility
- D) Reinforcement

Answer: B
Page Ref: 443

- 6) What does the use of the listener's perspective in a persuasive presentation mean?
- A) Understanding what makes the listener "tick"
 - B) Understanding what motivates the speaker
 - C) Describing what makes the speaker "tick" to the audience
 - D) Relating to the audience on a new level

Answer: A
Page Ref: 440

- 7) How does learning about Maslow's hierarchy of needs help a speaker to be more persuasive?
- A) Identifying needs helps the speaker to discover the audience members' opinion leaders.
 - B) Identifying needs uncovers the listeners' perspective.
 - C) Identifying needs allows the speaker to increase credibility.
 - D) Identifying needs helps the speaker to understand what motivates a listener.

Answer: D
Page Ref: 442-443

- 8) Which of Maslow's needs includes sympathy, friendship, and acceptance?
- A) Basic needs
 - B) Security needs
 - C) Love and belonging needs
 - D) Self-actualization needs

Answer: C
Page Ref: 442

- 9) Maslow's system of needs is based on the argument that _____-level needs must be satisfied before _____-level needs can be motivating factors.
- A) higher, lower
 - B) larger, smaller
 - C) lower, higher
 - D) lower, lower

Answer: C
Page Ref: 442

- 10) Opinion leaders are _____ those who are high in rank within a business or organization.
- A) always
 - B) never
 - C) somewhat
 - D) not always

Answer: D
Page Ref: 443

11) If a speaker wants to use the influence of an opinion leader for the presentation, he or she should be _____ about it.

- A) shy
- B) open
- C) somewhat overt
- D) elusive

Answer: B
Page Ref: 443

12) _____ means an audience can be persuaded on the basis of who the source is, or what they said.

- A) Opinion
- B) Source credibility
- C) Trustworthiness
- D) Resources

Answer: B
Page Ref: 444

13) _____ credibility is generated outside the presentation that the speaker gives and is brought in to increase its persuasiveness.

- A) Source
- B) Intrinsic
- C) Extrinsic
- D) Dynamic

Answer: C
Page Ref: 446

14) Credibility is based solely on

- A) extrinsic credibility.
- B) the speaker's qualifications.
- C) resources.
- D) the audience's perceptions.

Answer: D
Page Ref: 445

15) Of the three components of source credibility, which one deals with the way a source is perceived in terms of being honest, friendly, warm, agreeable, or safe?

- A) Trustworthiness
- B) Dynamism
- C) Competence
- D) Eccentricity

Answer: A
Page Ref: 445

16) Which component of source credibility would a speaker be using if he or she delivered a presentation filled with energy, liveliness, forcefulness, and frankness?

- A) Trustworthiness
- B) Dynamism
- C) Competence
- D) Eccentricity

Answer: B
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