**Strategic Management Communication for Leaders 4e**

**Chapter 7 – Communicating in Oral Presentations**

1. One of the most misused media of communication is the oral presentation because people often don't clearly understand how it differs in use from written channels.

❏ True

❏ False

ANS: True PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-1

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Synchronous Messaging

TOPICS: Channel Considerations

KEYWORDS: Bloom’s: Comprehension

1. The main reasons for giving a presentation are to benefit from the nonverbal cues that a person brings to the message and to illustrate information that is best conveyed visually.

❏ True

❏ False

ANS: True PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-1

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Planning and Developing the Presentation

KEYWORDS: Bloom’s: Comprehension

1. Above all else, when planning a presentation, keep the message simple.

❏ True

❏ False

ANS: True PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-2

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Planning and Developing the Presentation: Planning the Presentation

KEYWORDS: Bloom’s: Comprehension

1. One of the best ways to open a presentation is with a joke because who doesn’t like a good laugh?

❏ True

❏ False

ANS: False PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-3

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Planning and Developing the Presentation: Planning the Presentation

KEYWORDS: Bloom’s: Comprehension

1. In oral presentations, transitioning between points using such words as “first,” “second,” and “third” is sufficient, since we tend to be excellent listeners.

❏ True

❏ False

ANS: False PTS: 1 DIFF: Moderate QT: True/False

HAS VARIABLES: False LO: 7-3

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Planning and Developing the Presentation: Planning the Presentation

KEYWORDS: Bloom’s: Comprehension

1. The biggest mistake that designers of visual aids for oral presentations make is believing that all their information should be delivered on their PowerPoint slides.

❏ True

❏ False

ANS: True PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-4

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Designing Visual Aids

KEYWORDS: Bloom’s: Comprehension

1. Typically, business presentations are expected to be delivered extemporaneously.

❏ True

❏ False

ANS: True PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-4

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Delivery in Oral Presentations: Preparing for Your Presentation

KEYWORDS: Bloom’s: Comprehension

1. Place as many bulleted items on each PowerPoint slide as necessary to convey the needed information.

❏ True

❏ False

ANS: False PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-4

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Communication Evolution

TOPICS: Designing Visual Aids: Designing PowerPoint Presentations

KEYWORDS: Bloom’s: Knowledge

1. When considering rate of vocal delivery, serious material calls for a slower, more deliberate rate, while lighter topics need a faster pace.

❏ True

❏ False

ANS: True PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-5

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Delivery in Oral Presentations: Vocal Delivery

KEYWORDS: Bloom’s: Knowledge

1. The best way to prepare for a business presentation is to memorize your talk.

❏ True

❏ False

ANS: False PTS: 1 DIFF: Easy QT: True/False

HAS VARIABLES: False LO: 7-5

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Delivery in Oral Presentations: Preparing for Your Presentation

KEYWORDS: Bloom’s: Comprehension

1. Techniques for gaining a business audience’s attention during an oral presentation include all of the following, EXCEPT:

a. State the benefits your audience will receive.

b. Retell the hilarious joke you heard about the President on a late-night talk show.

c. Arouse interest by telling a relevant, engaging story.

d. Role play a relevant situation or event in front of the group with an audience member.

ANS: b PTS: 1 DIFF: Moderate QT: Multiple Choice

HAS VARIABLES: False LO: 7-3

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Planning and Developing the Presentation: Planning the Presentation

KEYWORDS: Bloom’s: Comprehension

1. Techniques for creating a logical structure of a message include all of the following, EXCEPT:

a. Present new information before old.

b. Organize information chronologically.

c. Use a general-to-particular pattern.

d. State the solution, then explain the details of the problem.

ANS: d PTS: 1 DIFF: Moderate QT: Multiple Choice

HAS VARIABLES: False LO: 7-2

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Planning and Developing the Presentation: Selecting the Appropriate Structure

KEYWORDS: Bloom’s: Comprehension

1. Common indicators of a lack of confidence during an oral presentation include all of the following, EXCEPT:

a. Spontaneous gesturing

b. Poor eye contact

c. Rigidity or stiffness of the body and its movements

d. Crossed arms or hands jammed into pockets

ANS: a PTS: 1 DIFF: Easy QT: Multiple Choice

HAS VARIABLES: False LO: 7-6

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Delivery in Oral Presentations

KEYWORDS: Bloom’s: Knowledge

1. When you are part of a group presentation, what is the most effective thing you can do while in front of an audience listening to a fellow group member speak?

a. Review your notes.

b. Face the audience and smile.

c. Look at the floor.

d. Give your attention to the speaker.

ANS: d PTS: 1 DIFF: Moderate QT: Multiple Choice

HAS VARIABLES: False LO: 7-5

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Delivery in Oral Presentations

KEYWORDS: Bloom’s: Knowledge

1. During a question-and-answer session, you should do all of the following, EXCEPT:

a. Look for a point of agreement in your answer.

b. If someone asks a question that you have explained in your presentation, answer it anyway.

c. If you don't know the answer to a question, say so.

d. Maintain your focus on the questioner when giving your response.

ANS: d PTS: 1 DIFF: Moderate QT: Multiple Choice

HAS VARIABLES: False LO: 7-7

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Delivery in Oral Presentations: Handling Question-and-Answer Sessions

KEYWORDS: Bloom’s: Comprehension

1. Persuasive messages often conclude with \_\_\_\_\_\_\_\_\_.

a. a call to action

b. a summary of the subtopics of your message

c. an emotional appeal

d. a logical appeal

ANS: a PTS: 1 DIFF: Moderate QT: Multiple Choice

HAS VARIABLES: False LO: 7-3

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Planning and Developing the Presentation: Developing the Presentation

KEYWORDS: Bloom’s: Comprehension

1. Well-designed visual aids should:

a. Contain a great amount of detail.

b. Be limited to bullet points of only one or two words.

c. Contain a great deal of animation devices to entertain your audience.

d. Use powerful visuals elements, such as tables and graphs, for quick conveyance of information.

ANS: a PTS: 1 DIFF: Moderate QT: Multiple Choice

HAS VARIABLES: False LO: 7-4

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Designing Visual Aids

KEYWORDS: Bloom’s: Comprehension

1. Possible ways of organizing information in a business presentation include all of the following, EXCEPT:

a. Spatially

b. By amount of information

c. By comparison and contrast

d. By cause and effect

ANS: b PTS: 1 DIFF: Moderate QT: Multiple Choice

HAS VARIABLES: False LO: 7-2

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Planning and Developing the Presentation: Selecting the Appropriate Structure

KEYWORDS: Bloom’s: Comprehension

1. \_\_\_\_\_\_\_\_\_ are used to compare the value of several items: the amount of advertising money spent on different media, the annual profit of a company over time, and so on.

a. Graphs

b. Tables

c. Diagrams

d. Drawings

ANS: a PTS: 1 DIFF: Moderate QT: Multiple Choice

HAS VARIABLES: False LO: 7-4

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Numbers in Visual Display

TOPICS: Designing Visual Aids

KEYWORDS: Bloom’s: Application

1. Write a message, using one of the structures for creating a logical structure. Be sure to identify the structure you have chosen.

ANS: Students should write a message that uses one of the strategies for creating a logical structure. These are 1) Present new information before old; 2) Organize information chronologically; 3) Use a general-to-particular pattern; 4) Use a problem-solution pattern, and 5) Use a cause-and-effect pattern.

 PTS: 1 DIFF: Moderate QT: Subjective Short Answer

HAS VARIABLES: False LO: 7-2

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Patterns

TOPICS: Planning and Developing the Presentation: Selecting the Appropriate Structure

KEYWORDS: Bloom’s: Application

1. List three nonverbal behaviors you can practice during an oral presentation to enhance your credibility and convey goodwill.

ANS: Graphs or charts, tables, and drawings or diagrams. Graphs are used are used to compare the value of several items: the amount of advertising money spent on different media, the annual profit of a company over time, and so on. Tables are useful for highlighting key facts and figures. Diagrams are two-dimensional drawings that show the important parts of objects.

 PTS: 1 DIFF: Moderate QT: Subjective Short Answer

HAS VARIABLES: False LO: 7-5

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Delivery in Oral Presentations

KEYWORDS: Bloom’s: Comprehension

1. List three types of graphics commonly used in business messages and briefly explain the proper use of each.

ANS: Student responses should include three of the following: 1) Establish and maintain **direct eye contact** with their audience; 2) **Stand up straight and use good posture** without becoming stiff; 3) Use **natural gestures** to animate the presentation; 4) **Move** around the presentation area or room to engage the audience and keep its attention; and 5) Use **facial expressions** to communicate and build rapport with the audience.

 PTS: 1 DIFF: Moderate QT: Subjective Short Answer

HAS VARIABLES: False LO: 7-4

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Numbers in Visual Display

TOPICS: Designing Visual Aids

KEYWORDS: Bloom’s: Comprehension

1. Think of an oral presentation that you observed recently. What nonverbal communication devices did the speaker use that enhanced the presentation? Explain why. What nonverbal communication habits did the speaker exhibit that detracted from the presentation? Explain why.

ANS: Student responses might discuss the following nonverbal communication cues that enhance oral presentations: 1) Establish and maintain direct eye contact with their audience; 2) Stand up straight and use good posture without becoming stiff; 3) Use natural gestures to animate the presentation; 4) Move around the presentation area or room to engage the audience and keep its attention; and 5) Use facial expressions to communicate and build rapport with the audience. In addressing nonverbal behaviors that detract from oral presentations, they might discuss poor eye contact, rigidity or stiffness of the body and its movements, crossed arms or hands jammed into pockets, and unintentional body movements. In addition, they might discuss the quality and variety of vocal delivery, including the use of disfluencies, as well as other nonverbal elements, such as clothing, use of time, and use of space.

 PTS: 1 DIFF: Challenging QT: Essay

HAS VARIABLES: False LO: 7-5

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Delivery in Oral Presentations

KEYWORDS: Bloom’s: Analysis

1. Why is it beneficial to use graphic elements in business presentations? Please provide examples to illustrate your points.

ANS: Student responses should discuss the following: Use of graphics makes information more easily understood than the use of words alone; use of visuals helps to make the information conveyed more memorable; and use of visuals enhances professionalism and credibility. They might also mention that business audiences expect certain types of information to be delivered in a graphic format.

 PTS: 1 DIFF: Challenging QT: Essay

HAS VARIABLES: False LO: 7-4

NATIONAL STANDARDS: U.S. – BUSPROG: Analytic – BUSPROG: Analytic

STATE STANDARDS: U.S. – CA – DISC: Consequences

TOPICS: Delivery in Oral Presentations

KEYWORDS: Bloom’s: Analysis