Excellence in Business Communication, 12e (**Thill/Bovee**)
Chapter 14   Developing and Delivering Business Presentations

1) Speeches and oral presentations are much like any other messages in that
A) they all require similar planning.
B) they are delivered to groups that are similar in size.
C) the interaction between the audience and speaker is similar.
D) they deal with emotional or personal issues to a similar extent.
E) they require little planning.
Answer: A
Explanation: A) Planning presentations is much like planning other business messages: You analyze the situation, gather information, select the right medium, and organize the information.
LO: 14.1: Highlight the importance of presentations in your business career, and explain how to adapt the planning step of the three-step process to presentations.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

2) When you prepare a speech or presentation, your first step involves
A) analyzing the situation.
B) choosing the right words.
C) planning the content, length, and style of your speech or presentation.
D) deciding on the right mix of visuals and text for your slides.
E) inviting audience members.
Answer: A
Explanation: A) As with written communications, analyzing the situation involves defining your purpose and developing an audience profile. This is a broad, overall look at the presentation rather than the planning of details.
LO: 14.1: Highlight the importance of presentations in your business career, and explain how to adapt the planning step of the three-step process to presentations.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

3) The two most common purposes of business presentations are to
A) analyze and synthesize.
B) regulate and validate.
C) inform and persuade.
D) illustrate and entertain.
E) observe and comment.
Answer: C
Explanation: C) The purpose of most of your presentations will be to inform or to persuade, although you may occasionally need to make a collaborative presentation, such as when you're leading a problem-solving or brainstorming session.
LO: 14.1: Highlight the importance of presentations in your business career, and explain how to adapt the planning step of the three-step process to presentations.
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Difficulty: Moderate
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4) One of the steps in analyzing your audience is to
A) determine their likely emotional state.
B) remember to keep your speech or oral presentation short.
C) define your purpose.
D) prepare a detailed, informative outline.
E) identifying the proper media and channel.
Answer: A
Explanation: A) Anticipating the likely emotional state of your audience allows you to design your presentation more effectively. Presentation length, purpose, and outlining are parts of other presentation planning steps.
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5) Selecting the right medium for your presentation is
A) easy because you're simply giving a speech.
B) an important decision since technology offers a number of choices.
C) only an issue when addressing audiences from other cultures.
D) not something you need to think about early on.
E) a secondary concern as long as your content is good.
Answer: B
Explanation: B) Besides in-person presentations, other presentation options include webcasts, screencasts, and webinars. This is an important decision that is pertinent to any audience for which you present.
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Difficulty: Moderate
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6) When organizing a speech or presentation, your first step is to
A) develop an outline.
B) define the main idea.
C) write the introduction.
D) decide on the delivery style.
E) complete all of your visuals.
Answer: B
Explanation: B) You should be able to express your main idea in a single sentence. Define your main idea before you do anything else. Doing so will focus your presentation, thereby making it easier to communicate your overall point to your audience.
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7) The best way to clarify your main idea in a presentation is to
A) provide a lengthy handout for your audience to review during your presentation.
B) use jargon and complicated language to emphasize its importance.
C) develop a single sentence that links your subject and purpose to your audience's frame of reference.
D) develop a limited scope.
E) restate it in three identical sentences, one right after the other.
Answer: C
Explanation: C) Determine your main idea—what you want your audience to think or do after they've heard your presentation. Then compose a one-sentence summary that links your subject and purpose to your audience's frame of reference.
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8) For business presentations, time constraints are usually
A) rigid, permitting little or no flexibility.
B) meaningless since audiences expect presenters to take extra time.
C) imposed only on lower-level employees.
D) not important if you are presenting to your colleagues.
E) only a suggestion.
Answer: A
Explanation: A) It is important to respect the time of others in your organization or in the organization to whom you are presenting. Sticking to time limits and limiting your scope ensures your presentation is professionally executed.
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Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

9) You want to prepare a speaking outline for an upcoming presentation. Which one of the following will help you get off to a good start?
A) Remove all transitions and key words from your planning outline.
B) Ignore your planning outline and chart a new course based on your personal agenda.
C) Start with the planning outline; then strip out anything you don't plan to say to the audience.
D) Keyboard your script on your slides. That way, you can read the slides word-for-word.
E) Insert additional examples, details, and data into your original planning outline.
Answer: C
Explanation: C) Start with your planning outline and then strip away anything you don't plan to say directly to your audience.
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10) If you are not given a time limit for your presentation, you should
A) make it as long as possible to ensure the audience understands the message.
B) keep the presentation as short as possible while accomplishing your purpose.
C) ask the audience how long they would like the presentation to take.
D) make sure it takes no less than 30 minutes, not including the question-and-answer session.
E) deliver the presentation impromptu, and end it whenever the audience appears to be losing interest.
Answer: B
Explanation: B) It is important to respect the time of others in your organization or in the organization to whom you are presenting. Limiting your presentation to only the time necessary ensures your presentation is professionally executed.
LO: 14.1: Highlight the importance of presentations in your business career, and explain how to adapt the planning step of the three-step process to presentations.
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11) When planning an outline for your speech, keep in mind that
A) it can include delivery cues, such as where you plan to pause for emphasis or use visuals.
B) you should keep each item to two- to three-word descriptions of what you will say.
C) you can leave out all transitions.
D) this is not the place to include "stage directions."
E) you should start with the opening and close.
Answer: A
Explanation: A) You may choose to create a separate planning outline that contains delivery cues to aid your presentations. Remember to include transitions as well as everything you would like to say to your audience.
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12) If the audience for a presentation will be interested in, but neutral to, what you have to say,
A) reward their goodwill by speaking in a relaxed, confident manner.
B) dismiss their concerns and persuade them that they are mistaken for feeling that way.
C) consider the indirect approach to establish common ground and diffuse skepticism.
D) build your credibility as you present compelling reasons to accept your message.
E) limit the use of visuals.
Answer: D
Explanation: D) If your audience will be interested but neutral, build your credibility as you present compelling reasons for them to accept your message.
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13) One advantage of developing a presentation as a webcast is
A) the low cost.
B) the ability to tweet the message.
C) the use of an audio voiceover.
D) the ability to download it and view at later.
E) the interaction with a live audience.
Answer: D
Explanation: D) For other presentations, though, you might be able to choose from an array of presentation modes, from live, in-person presentations to webcasts (online presentations that people either view live or download later from the web), screencasts (recordings of activity on computer displays with audio voiceover), or twebinars (the use of Twitter as a backchannel for real-time conversation during a web-based seminar).
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14) Organized like a printed document, a _____ is appropriate for technical presentations and presentations in which you want to build a conclusion following logical steps.
A) direct format presentation
B) nonlinear presentation
C) slide deck
D) Prezi
E) linear presentation
Answer: E
Explanation: E) Linear presentations are like printed documents in the sense that they are outlined like conventional messages and follow a predefined flow from start to finish. The linear model is appropriate for speeches, technical and financial presentations, and other presentations in which you want to convey your message point by point or build up to a conclusion following logical steps.
LO: 14.1: Highlight the importance of presentations in your business career, and explain how to adapt the planning step of the three-step process to presentations.
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15) When the goal is to show complicated relationships between multiple ideas, it is most appropriate to use a(n)
A) slide deck.
B) indirect format.
C) linear format.
D) nonlinear format.
E) narrative flow.
Answer: C
Explanation: C) Nonlinear presentations can be useful when you want to be able to show complicated relationships between multiple ideas or elements, to zoom in and out between the "big picture" and specific details, to explore complex visuals, or to have the flexibility to move from topic to topic in any order.
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AACSB: Written and oral communication
Difficulty: Moderate
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

16) The purpose of most business presentations is to inform or persuade.
Answer: TRUE
Explanation: The purpose of most of your presentations will be to inform or to persuade, although you may occasionally need to make a collaborative presentation, such as when you're leading a problem-solving or brainstorming session.
LO: 14.1: Highlight the importance of presentations in your business career, and explain how to adapt the planning step of the three-step process to presentations.
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17) You should be able to summarize the main idea for a speech in a single sentence that links your subject and purpose to the audience's frame of reference.
Answer: TRUE
Explanation: If you can't express your main idea in a single sentence, you probably haven't defined it clearly enough.
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18) If your purpose is to analyze, persuade, or collaborate, you should organize your speech around conclusions and recommendations or a logical argument.
Answer: TRUE
Explanation: In contrast, if the purpose is to motivate or inform, you'll typically use the direct approach and a structure imposed naturally by the subject: comparison, importance, sequence, chronology, geography, or category.
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Difficulty: Difficult
Classification: Conceptual
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19) The speaking outline is not an appropriate place to include notes about the visual aids you plan to use.
Answer: FALSE
Explanation: Adding delivery cues to your outline gives you a reminder of where and when you plan to use your visual aids.
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20) List the four steps involved in planning an oral presentation.
Answer: In order to plan an oral presentation, you need to (1) analyze the situation, (2) gather information, (3) select the right medium, and (4) organize the presentation.
The four steps of planning an oral presentation assist you in creating an effective and well-communicated presentation: analyze, gather, select the medium, and organize.
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21) You've been asked to give a presentation on cybercrime. List two steps that can help you define the main idea of your presentation, and then provide an example of the second step.
Answer: The first step is to figure out the one message you want audience members to take away with them. Then compose a one-sentence summary that links your subject and purpose to your audience's frame of reference. An example would be, "With cybercrime more common than ever, the public needs to be smarter about using the web."
By identifying the message you would like to send to your audience, you can focus your presentation. Stating your main idea in one sentence further focuses your presentation and ensures you will provide a unified message to your audience.
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Difficulty: Moderate
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22) In a longer presentation, how does your purpose influence the way you organize your material?
Answer: If the purpose is to inform, use a direct approach and a structure imposed naturally by the subject (importance, sequence, etc.). If the purpose is to analyze, persuade, or collaborate, organize the material around conclusions and recommendations or around a logical argument. Informative presentations may vary widely depending on the subject matter, which dictates the structure of the presentation. Analytical, persuasive, and collaborative presentations, on the other hand, should be focused on conclusions, recommendations, or the logical argument that underpins your point of view.
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23) Briefly explain the difference between a planning outline and a speaking outline.
Answer: Whereas a planning outline is very detailed and includes all the points you plan to cover in your presentation, a speaking outline is much simpler.
A speaking outline contains merely the cues and reminders the presenter needs to stay on task for the presentation. The planning outline contains a thorough list of the bulk of the presentation.
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24) When planning a presentation, what does it mean to "analyze the situation"? Briefly explain each of the tasks involved.
Answer: Analyzing the situation involves defining your purpose, developing an audience profile, and assessing the circumstances in which you will speak. The purpose of most business presentations is to inform or to persuade, although some may involve collaboration. Developing an audience profile requires anticipating your audience's emotional state and assessing their comfort level with the language you speak. Assessing the circumstances involves considering everything from the size and layout of the room to equipment you'll be using.
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Difficulty: Difficult
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

25) Describe the four steps to organizing a presentation effectively.
Answer: (1) Define the main idea—what do you want the audience to walk away with?
(2) Limit your scope—tailor the material to fit the time limit. (3) Choose your approach—direct for supportive audiences and indirect for resistant audiences. (4) Outline your content—keep it audience-centered for maximum effectiveness.
LO: 14.1: Highlight the importance of presentations in your business career, and explain how to adapt the planning step of the three-step process to presentations.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

26) What six stages should you go through in preparing an effective outline for a presentation?
Answer: In the first stage, state your purpose and main idea. Doing so will help to ensure that everything you add later will relate to these components of your presentation. The second stage involves organizing your major points and sub-points in a manner that is logical and effective. Third, identify your introduction, body, and close. Fourth, show your connections by writing out in sentence form the transitions you plan to use to move from one part to the next. Fifth, show your sources by preparing your bibliography carefully. Sixth, choose a title for your presentation that will let your audience know what to expect. Composing an effective title is especially important if your speech will be publicized ahead of time or introduced by someone else.
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Difficulty: Difficult
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

27) To reduce the formality of an oral presentation,
A) use a conversational tone during the presentation.
B) deliver your presentation in an auditorium.
C) seat the audience in preconfigured rows.
D) deliver your remarks in the passive voice.
E) use a microphone to be sure everyone can hear.
Answer: A
Explanation: A) If the audience is small or composed of people you know, it is perfectly acceptable to adopt a more conversational tone for your presentation. Using a large room, seating the audience in rows, and using only the passive voice are all strategies that increase formality.
LO: 14.2: Describe the tasks involved in developing a presentation.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

28) Generally, when presenting to a larger audience,
A) the more informal the presentation.
B) more time should be allotted for questions.
C) the presentation becomes more formal.
D) the more visuals should be used.
E) the less chance of everyone in the audience understanding the message.
Answer: C
Explanation: C) If you're addressing a large audience or if the event is important, establish a more formal atmosphere. During formal presentations, speakers are often on a stage or platform, standing behind a lectern and using a microphone so that their remarks can be heard throughout the room or captured for broadcasting or webcasting.
LO: 14.2: Describe the tasks involved in developing a presentation.
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29) An effective introduction to a presentation will
A) introduce the importance of visuals.
B) establish your credibility.
C) prepare the audience for the tasks they will be assigned after the presentations.
D) incorporate liberal use of transitions.
E) put the audience in the appropriate emotional state.
Answer: B
Explanation: B) A good introduction arouses the audience's interest in your topic, establishes your credibility, and prepares the audience for what will follow.
LO: 14.2: Describe the tasks involved in developing a presentation.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

30) Presentations should be delivered using
A) scripted notes.
B) strong and lengthy visuals.
C) a conversational tone.
D) handouts so the audience can better follow difficult concepts.
E) a strong emphasis on jargon and buzzwords.
Answer: C
Explanation: C) Use simple visuals and invite your audience to interject comments. Deliver your remarks in a conversational tone, using notes to jog your memory if necessary.
LO: 14.2: Describe the tasks involved in developing a presentation.
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Difficulty: Difficult
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31) One effective way to arouse interest at the start of a speech is to
A) start with a joke.
B) unite the audience around a common goal.
C) use a teaser statement that implies what you'll be discussing.
D) start with the ending.
E) explain your credentials.
Answer: B
Explanation: B) Spend some time thinking about the best way to capture the audience's attention and interest with your opening remarks. Keep remarks professional and on topic, and tell the audience exactly what you are going to talk about.
LO: 14.2: Describe the tasks involved in developing a presentation.
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32) Explaining the circumstances surrounding the presentation is often effective in
A) identifying your main supporting points.
B) arousing the interest of the audience.
C) summarizing the main idea of your presentation.
D) revealing the order in which you'll develop your main points.
E) identifying yourself as an expert on the topic.
Answer: B
Explanation: B) One of the six ways to arouse audience interest is to open with an amusing observation about yourself, the subject matter of the presentation, or the circumstances surrounding the presentation–but make sure any humorous remarks are relevant, appropriate, and not offensive to anyone in the audience.
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33) The sentence, "Now that we've identified the problem, let's take a look at some solutions," is an example of
A) a problem statement for a presentation.
B) a transition between major sections of a presentation.
C) a statement of intent for a presentation.
D) the main idea for a presentation.
E) a redundant phrase that should be eliminated.
Answer: B
Explanation: B) Use complete sentences or paragraphs as transitions between major sections of a presentation.
LO: 14.2: Describe the tasks involved in developing a presentation.
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34) To hold your audience's attention during the body of your speech, you should
A) make at least seven or eight main points.
B) include numerous abstract ideas.
C) relate your subject to your audience's needs.
D) repeat the same words and phrases.
E) incorporate humor.
Answer: C
Explanation: C) The most important way to hold an audience's attention is to show how your message relates to their individual needs and concerns. Stick to your main point and your chosen tone, and use concrete language as much as possible.
LO: 14.2: Describe the tasks involved in developing a presentation.
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Learning Outcome: Describe steps for developing oral and online presentations

35) When you're concluding a business presentation,
A) briefly restate the main points you covered during the presentation.
B) bring up any information you forgot to include during the presentation.
C) share an email address to respond to questions that the audience may have.
D) don't let the audience know you're ready to close the presentation.
E) let your audience decide how they feel and what they'll do about your presentation.
Answer: A
Explanation: A) Use the close to restate your main points succinctly and emphasize what you want your listeners to do or think.
LO: 14.2: Describe the tasks involved in developing a presentation.
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36) When you have covered all the main points in your speech, you should
A) get ready to end your message on a strong, positive note.
B) wrap up as quickly as possible.
C) avoid using such phrases as "To sum it all up" and "In conclusion."
D) add one new thought to keep the audience thinking about the presentation.
E) end with a detailed explanation of how hard you worked on preparing your speech.
Answer: A
Explanation: A) End on a strong note that confirms any actions or decisions that will follow the presentation and reinforces the credibility of you and your message.
LO: 14.2: Describe the tasks involved in developing a presentation.
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37) If there is a lack of consensus among the audience at the end of your presentation, you should
A) gloss over it as quickly as possible.
B) make the disagreement clear and be ready to suggest a method for resolving the differences.
C) identify the individuals causing the disagreement and ask them pointed questions.
D) calmly explain that no one is leaving until the disagreements have been resolved.
E) repeat key sections of the presentation.
Answer: B
Explanation: B) If the audience does not agree, make the lack of consensus clear by saying something like, "We seem to have some fundamental disagreement on this question." Be ready to suggest a method of resolving the differences.
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38) If the purpose of your presentation is to get your audience involved in an upcoming project, you should
A) open the floor for questions, as soon as you've covered your main points.
B) make sure that your close is ambiguous and needs clarification.
C) close by explaining who'll be involved and what they'll do.
D) gloss over any difficulties that will be involved when completing the project.
E) explain the result of inaction.
Answer: C
Explanation: C) If you expect any action to occur as a result of your speech, be sure to identify who is responsible for doing what. List the action items and, if possible within the time you have available, establish due dates and assign responsibility for each task.
LO: 14.2: Describe the tasks involved in developing a presentation.
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39) You should always close your speech
A) on a memorable note.
B) by leaving the audience with unanswered questions.
C) with something dramatic or flamboyant.
D) by introducing some new ideas for the audience to think about.
E) with a humorous statement.
Answer: A
Explanation: A) Make your conclusion clear and memorable, with a strong emphasis on your main points. You should maintain a professional approach and ensure that your audience understands your conclusion.
LO: 14.2: Describe the tasks involved in developing a presentation.
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40) When you're introducing a presentation, include a _____ to help your audience understand the structure and content of your message.
A) catalog of sources
B) preview section
C) backchannel
D) contextual connection
E) humorous story
Answer: B
Explanation: B) Your preview should summarize the main idea of your presentation, identify major supporting points, and indicate the order in which you'll develop those points. By giving listeners the framework of your message, you help them process the information you'll be sharing, Of course, if you're using the indirect approach, you'll have to decide how much of your main idea to give away in the introduction.
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41) Transitional words and phrases such as, "Now that we've covered..." are generally less important in oral presentations than in written reports.
Answer: FALSE
Explanation: Use transitions generously to help the audience follow and process your messages, particularly in longer presentations. This makes your presentation easier to comprehend and follow.
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42) The ending is the least important part of a presentation.
Answer: FALSE
Explanation: Plan your close carefully so that your audience leaves with a clear summary of your main idea and in an emotional state that is appropriate to your purpose.
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Learning Outcome: Describe steps for developing oral and online presentations

43) Give an example of one way to arouse audience attention at the beginning of a presentation on your company's new long-term disability insurance.
Answer: One way to get the audience's attention would be to ask, "Here's a serious question: what would happen to you, your finances, your home, and your family if an illness or injury kept you out of work for three months or more?" (Answers will vary.)
The audience's attention can be gained through a variety of approaches, including a story, a question, a sample product, an interesting detail, or a pertinent observation.
LO: 14.2: Describe the tasks involved in developing a presentation.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

44) List two goals to achieve in the body of a business presentation.
Answer: (1) Make sure that the organization of your presentation is clear and (2) maintain your audience's interest in your topic.
By ensuring that you are communicating clearly to an audience and that you are presenting information in a manner that captures and keeps their attention, you increase the effectiveness of your presentation.
LO: 14.2: Describe the tasks involved in developing a presentation.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

45) Briefly describe the three tasks that an effective closing to a presentation should accomplish and give an example of a sentence that would be an *ineffective* ending.
Answer: (1) Restate your main points—emphasize what you want the audience to do or think. (2) Describe the next steps—explain who is responsible for doing what. (3) End on a strong note—make your final remarks encouraging and memorable. An ineffective ending would be "Well, I guess that's about all I've got." (Answers will vary.)
An effective closing should include the main points of the presentation, as well as any action the audience should take. Plan your final remarks carefully because vague or weak statements will undermine the effectiveness of your presentation.
LO: 14.2: Describe the tasks involved in developing a presentation.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

46) List and briefly explain six strategies for holding your audience's attention during a business presentation.
Answer: (1) Relate your subject to your audience's needs—present every point in light of how it will affect the listeners. (2) Anticipate your audience's questions—anticipate listener questions and address them in the body of your speech. (3) Use clear, vivid language—familiar words, short sentences, and concrete examples. (4) Explain the relationship between your subject and familiar ideas—show how your subject is related to ideas that your listeners already understand. (5) Ask opinions or pause for questions or comments—this lets the audience change from listening to participating. (6) Illustrate your ideas with visual aids. Doing so will enliven your message and help your audience remember it more effectively.
LO: 14.2: Describe the tasks involved in developing a presentation.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

47) When you're designing an electronic slide deck for a business presentation, let _____ and _____ guide your efforts.
A) simplicity; authenticity
B) convenience; personal preferences
C) PowerPoint; structure
D) functionality; time constraints
E) one-way communication; free-form capability
Answer: A
Explanation: A) Start with the mindset of simplicity (clear ideas presented clearly) and authenticity (talking with your audience about things they care about, rather than talking at them or trying to be a "performer"), and you'll be well on your way to becoming an effective presenter.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

48) Effective text slides should do all of the following except
A) highlight key points.
B) display your entire speaking script.
C) summarize and preview your message.
D) signal major shifts in thought.
E) illustrate concepts.
Answer: B
Explanation: B) Effective text slides supplement your words and help the audience follow the flow of ideas. Use text to highlight key points, summarize and preview your message, signal major shifts in thought, illustrate concepts, or help create interest in your spoken message. However, slide text should not display your entire speaking script.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Difficult
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

49) For most business presentations, _____ are the medium of choice.
A) flip charts
B) whiteboards
C) electronic slides
D) overhead transparencies
E) chalkboards
Answer: C
Explanation: C) Most speakers support their presentations with slides created in Microsoft PowerPoint, Apple Keynote, or Google Docs. Presenters still use flip charts, whiteboards, and overhead projectors, but not as often.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

50) Overhead transparencies are
A) no longer used.
B) old-fashioned, but offer some advantages compared to electronic slides.
C) appropriate only for highly technical presentations.
D) much easier to edit than electronic slides.
E) easier to edit than electronic slides.
Answer: B
Explanation: B) Older presentation models such as overhead transparencies can still be a useful presentation medium if they are designed thoughtfully. They may not be quite as easy to edit and manipulate as electronic slides are.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Easy
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

51) Unlike structured slides, free-form slides
A) are random and lack design consistency.
B) are fast and easy to create.
C) are self-contained and don't require interpretation by a speaker.
D) deliver information visually, without the need for text.
E) achieve unity through colors, fonts, and images, rather than rigid templates.
Answer: E
Explanation: E) Free-form designs should not change randomly from one slide to the next.
Effectively designed slides should still be unified by design elements such as color and font
selections.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation
with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

52) According to your textbook, a *slideument* is
A) typically used as a short video to introduce a workplace presentation.
B) sent to your audience ahead of time to help them preview your topic.
C) a hybrid slide that tries to function as a presentation visual and a printed document.
D) an effective vehicle for delivering information during a business presentation.
E) a helpful summary of your presentation, distributed to the audience just as you begin.
Answer: C
Explanation: C) *Slideuments* are hybrids intended to function as both presentation slides and
printed documents. Unfortunately, they have too much information to be effective visuals and
too little information to be effective printed documents.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation
with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

53) Four important design elements to consider when creating slides include all of the following except
A) choosing color.
B) selecting background designs.
C) writing content.
D) selecting fonts and type styles.
E) choosing artwork.
Answer: C
Explanation: C) The design elements of slides include color, background designs and artwork, foreground designs and artwork, and typefaces and type styles.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Difficult
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

54) When preparing a background design for slides,
A) use unique text and graphical elements.
B) be sure the background is not distracting.
C) include the essential content of the slide.
D) include all functional artwork.
E) include only decorative artwork.
Answer: B
Explanation: B) All visuals have two layers of design: the background and the foreground. The background is the equivalent of paper in a printed document, and the elements in the foreground are the essential content of your slides. Make sure the background stays in the background and doesn't distract viewers or compete with the foreground.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

55) The *slide master* feature in presentation software
A) should be avoided, since it is viewed as a crutch for unskilled presenters.
B) gives your slides a cartoonish look.
C) helps create a consistent design for your entire slide show.
D) is too complicated for most presenters to use effectively.
E) is helpful only if you have fewer than 10 slides.
Answer: C
Explanation: C) The slide master allows you to apply similar design elements to the slide show as a whole, lending it consistency and continuity. It can be used for a presentation of any length or purpose.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

56) When using slide builds, you should
A) limit them to text; they are not appropriate for graphics.
B) vary the direction: sometimes from top to bottom, sometimes from left to right.
C) reveal information in a way that helps your audience understand your message.
D) set them up so that each letter of the text on a slide appears one at a time.
E) incorporate hyperlinks.
Answer: C
Explanation: C) Slide builds allow you to control how and when you reveal the content of a presentation. While they can be used for any slide element, builds are often used to present bullet points one at a time. Be consistent in the way you apply builds to your slides. That way, you won't confuse or distract the audience.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

57) Hyperlinks are useful in slide presentations for
A) limiting additional details.
B) customizing one electronic presentation for several audiences.
C) introducing additional information during question-and-answer periods.
D) increasing flexibility in response to audience feedback.
E) transferring the presentation to a mobile device.
Answer: E
Explanation: E) A hyperlink instructs your computer to jump to another slide in your presentation, to a website, or to another program entirely. Using hyperlinks is also a great way to build in flexibility so that you can instantly change the flow of your presentation in response to audience feedback.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

58) You can use _____ to control how one slide replaces another on the screen; you can also use _____ to control the release of text, graphics, and other elements on individual slides.
A) slide agendas; slide blueprints
B) slide transitions; slide builds
C) slide storyboards; slide templates
D) slide builds; slide transitions
E) slide hyperlinks; slide pull quotes
Answer: B
Explanation: B) Slide transitions control how one slide replaces another on-screen. Slide builds control the release of text, graphics, and other elements on individual slides.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

59) _____ conveys information that is part of your message; _____ simply enhances the look of your slides.
A) Decorative artwork; functional artwork
B) Background artwork; foreground artwork
C) Functional artwork; decorative artwork
D) Digital artwork; symbolic artwork
E) background artwork; bold artwork
Answer: C
Explanation: C) Functional artwork includes photos, drawings, charts, and other visuals containing information that is part of your message. In contrast, decorative artwork doesn't deliver textual or numerical information, and may or may not help to convey your message.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

60) Which one of the following is the best use of *functional* animation?
A) using Prezi software
B) to demonstrate a sequence or procedure
C) to ease the viewer's gaze from one slide to the next
D) making a clipart image spin around in circles
E) to allow one point to appear on the slide at a time
Answer: B
Explanation: B) Using carefully controlled functional animation is a great way to demonstrate sequences and procedures.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Difficult
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

61) When it comes to slide design,
A) consistency is critical because audiences assign meaning to visual elements beginning with the first slide.
B) audiences will pay more attention to the slide deck than the speaker.
C) typeface is easier to read on screen than on a printed page.
D) the background should include meaningful decorative elements.
E) charts, graphs and other functional artwork should be used sparingly.
Answer: A
Explanation: A) Maintaining design consistency is critical because audiences start to assign meaning to visual elements beginning with the first slide. The slide master feature makes consistency easy to achieve because it applies consistent design choices to every slide in a presentation.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Synthesis
Learning Outcome: Describe steps for developing oral and online presentations

62) When using charts and tables in presentations,
A) you should be able to read them from two feet away.
B) they should be simpler than visuals for printed documents.
C) include decorative elements to add interest.
D) keep colors muted and blended.
E) a Prezi can help break down large amounts of data.
Answer: B
Explanation: B) Charts and tables for presentations need to be simpler than visuals for printed documents. Detailed images that look fine on the printed page can be too dense and too complicated for presentations.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

63) Structured presentation slides are usually the best choice for
A) routine presentations.
B) persuasive presentations.
C) sales presentations.
D) motivational presentations.
E) impromptu presentations.
Answer: A
Explanation: A) Structured slides are usually the best choice for project updates and other routine information presentations, particularly if the slides are intended to be used only once.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

64) A presenter who is using free-form slides is
A) free to read the presentation script word-for-word.
B) released from the constraints of place and time.
C) responsible for conveying more of the content.
D) able to rely on each slide to function as a multimedia teleprompter.
E) more likely to present complex subjects in a cohesive, integrated manner.
Answer: C
Explanation: C) Because free-form slides contain little text on each slide, the speaker is responsible for conveying more of the content.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

65) Expert presenters often structure specific slides around a _____ that helps organize and explain the points they are trying to make.
A) decorative element
B) bullet point
C) transposition
D) key visual
E) bumper theme
Answer: D
Explanation: D) A key visual can work in tandem with your written and spoken messages to help audiences get your message.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

66) Which of the following would be an appropriate handout to accompany an oral presentation?
A) an interesting but unrelated news article
B) copies of detailed charts and graphs
C) a photo of you, with a caption listing all of your qualifications
D) a copy of the presentation text
E) copies of all slides
Answer: B
Explanation: B) Handouts are any printed materials you give the audience to supplement your talk. As such, they should be considered an integral part of your presentation strategy. Handouts can include detailed charts and tables, case studies, research results, magazine articles, and anything else that supports the main idea of your presentation.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

67) Don't try to memorize a presentation because
A) you should be using a fully written script.
B) you'll probably sound stilted when you deliver the message.
C) it increases the necessity for improvising when you forget a line.
D) you will have to increase your eye contact with the audience.
E) audiences prefer to be read to rather than talked at.
Answer: B
Explanation: B) Avoid memorizing a presentation because you'll probably sound stilted, you might forget your lines, and you can't respond to questions during your presentation.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

68) Delivering your presentation by reading it word-for-word is a good idea when
A) your presentation is very lengthy.
B) you're covering policy statements or legal documents that must be presented verbatim.
C) the presentation is humorous.
D) the audience is hostile.
E) you are nervous.
Answer: B
Explanation: B) Reading a speech is necessary in rare instances, such as when delivering legal information, policy statements, or other messages that must be conveyed in an exact manner. However, for all other business presentations, reading is a poor choice because it limits your interaction with the audience and lacks the fresh, dynamic feel of natural talking.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

69) The most effective and easiest mode of delivering presentations in nearly all situations is
A) memorization.
B) reading from a prepared script.
C) speaking from an outline or notes.
D) impromptu speaking.
E) from a seated position.
Answer: C
Explanation: C) Speaking from an outline or notes keeps you focused while allowing you to maintain a more natural tone of voice. Memorization or reading from a script may sound too formal and stilted, while impromptu speaking may make your presentation too scattered and disorganized to be effective.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

70) Speaking from notes or an outline is often effective because
A) you can look at the notes instead of at your audience.
B) you can maintain a natural speaking flow.
C) it reduces the likelihood that you will improvise.
D) it enables you to read the presentation word-for-word.
E) it takes far less time to prepare than writing out the entire presentation.
Answer: B
Explanation: B) Speaking from an outline or notes keeps you focused while allowing you to maintain a more natural tone of voice. Memorization or reading from a script may sound too formal and stilted, while impromptu speaking may make your presentation too scattered and disorganized to be effective.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

71) Rehearsing your presentation will
A) help you check your voice, timing, phrasing, and equipment.
B) increase your need for text slides.
C) most likely ruin your ability to make an impromptu presentation.
D) rob you of the confidence you need.
E) waste valuable time, since most presentations are delivered in person.
Answer: A
Explanation: A) Practice is the best antidote for anxiety; it gives you confidence that you know your material and that you can recover from any glitches you might encounter.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

72) When checking the location of your presentation in advance, you should
A) not worry about seating arrangements—they have no effect on how you deliver your remarks.
B) always request a whiteboard, even if you aren't sure you will need it.
C) think carefully about the seating of the audience.
D) trust that the technology you need will be available and working.
E) make sure the lights dim to discourage audience interaction.
Answer: C
Explanation: C) Visualize your audience so that you can tailor your presentation to meet their needs. Consider your position in the room and the lighting, and adapt your presentation accordingly.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

73) One of the best ways to organize, reposition, and delete slides while checking for design consistency is with the use of
A) slide deck.
B) hyperlink.
C) slide sorter view.
D) slide builds.
E) slide transitions.
Answer: C
Explanation: C) The slide sorter view (different programs have different names for this feature) lets you see some or all of the slides in your presentation on a single screen. Use this view to add and delete slides, reposition slides, check slides for design consistency, and verify the operation of any effects. Moreover, the slide sorter is a great way to review the flow of your story.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

74) To share information such as hashtags and WiFi log-in information, include
A) a title slide.
B) navigation slides.
C) handouts.
D) agenda and program detail slides.
E) hyperlinks.
Answer: D
Explanation: D) Agenda and program details slides communicate the agenda for your presentation and any additional information the audience might need, such as hashtags and WiFi log-in information.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

75) To enhance the presentation through the use of visuals,
A) use design principles that focus on attractive artwork.
B) create slideuments.
C) limit the use of free-form slides.
D) use bullet points whenever possible.
E) make sure the message, not the visual, is the focus of the presentation.
Answer: E
Explanation: E) To enhance the presentation with the use of visual aids, make sure you and your message, not your visuals, remain the focus of your presentation. Follow effective design principles, with an emphasis on simplicity and authenticity.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

76) Printed materials that you give to the audience to supplement your presentation should be
A) incidental to your overall presentation strategy.
B) an integral part of your presentation strategy.
C) extraneous because you've put all of the necessary details on your presentation slides.
D) posted online, in case anyone might be interested in seeing them after the presentation.
E) developed to include new information for key sections of the presentation.
Answer: B
Explanation: B) View handouts as an integral part of your presentation strategy so that they work in harmony with your slides and spoken message.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

77) Making a presentation with the help of an outline or notes is the most effective and easiest delivery mode.
Answer: TRUE
Explanation: To avoid the stilted and wooden effect of a memorized or read speech, speak from an outline or notes. This gives you enough structure to stay on point, in contrast to an extemporaneous speech that may become too disorganized or muddled.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

78) The best background for your slides is one with a colorful, interesting pattern that will grab the audience's attention.
Answer: FALSE
Explanation: The most important aspect of electronic slides is readability. The background can catch the audience's attention. However, if its pattern distracts or obscures the content on the slide, it will not be an effective visual element.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

79) The "slide sorter view" in presentation software allows you to see a batch of slides, either all at once or in significant portions.
Answer: TRUE
Explanation: The slide sorter view is essentially a smaller version of your presentation that gives you an overview of your presentation as a whole. This is helpful in visualizing your presentation from a distance, to give you an idea of whether it has continuity and flow.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

80) List at least three types of visuals commonly used in business presentations.
Answer: Business presenters support their ideas with (1) overhead transparencies, (2) electronic slides, (3) chalkboards and whiteboards, and (4) flip charts.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Easy
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

81) What two types of artwork can be included in the foreground of electronic slides? Briefly explain the distinction between these types.
Answer: This artwork can be functional or decorative. Functional artwork includes photos, technical drawings, charts, and other visual elements containing information that's part of your message. Decorative artwork can enhance the look of your slides, but is often merely a distraction.
Functional artwork relates directly to your presentation and communicates an aspect of the information you are going to provide to the audience. Decorative artwork acts merely as something to look at without adding to the content of the presentation.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

82) Briefly explain the function builds play in electronic presentations.
Answer: Builds control the release of text, graphics, and other elements on individual slides. For example, you can use them to make bullet points appear one at a time rather than having all of them appear at once.
Slide builds allow you to control what your audience sees and encourages them to focus on one point at a time, as you discuss them.
LO: 14.3: Describe the six major design and writing tasks required to enhance your presentation with effective visuals.
AACSB: Information technology
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

83) _____ slides indicate which material has been covered and which section you are about to begin.
A) Title
B) Agenda
C) Navigation
D) Template
E) Program
Answer: C
Explanation: C) Use a series of navigation slides (based on your outline or agenda) to tell your audience where you're going and where you've been. The title slide and agenda occur at the beginning of the presentation, and a template is the basic design of the slide on which the content is created.
LO: 14.4: Outline four major tasks involved in completing a presentation.
AACSB: Information technology
Difficulty: Moderate
Classification: Application
Learning Outcome: Summarize the steps involved in planning, selecting, and producing a visual business communication

84) Which of the following is *not* a good way to deal with speaking anxiety?
A) Prepare more material than necessary.
B) Concentrate on your nervousness.
C) Take a few deep breaths before speaking.
D) Have your first sentence memorized and on the tip of your tongue.
E) Visualize success.
Answer: B
Explanation: B) Channel your anxiety into positive energy. Successful speakers focus on making an authentic connection with their listeners, rather than on trying to deliver a note-perfect presentation. Prepping extra material, taking deep breaths, memorizing your first sentence, and visualizing success can all reduce your anxiety.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

85) In business presentations, the backchannel is
A) the "notes" portion of an electronic slide, which only the presenter can see.
B) subtle, nonverbal cues the presenter sends during the presentation.
C) electronic communication among audience members during the presentation.
D) password-protected slides that only certain audience members can see.
E) an impromptu speech designed to take control of a presentation.
Answer: C
Explanation: C) Using Twitter and other electronic media, audience members often carry on their own parallel communication during a presentation via the backchannel. It can provide resources and feedback on your presentation.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Information technology
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

86) Sending preview materials to the audience prior to an online presentation
A) will discourage participants from attending your presentation.
B) can suggest that you are not confident in your abilities as a presenter.
C) can help audience members become familiar with important background information.
D) will minimize backchannel activity during your presentation.
E) will distract readers from the main idea of your presentation.
Answer: C
Explanation: C) Allowing the audience to become more familiar with your material usually increases interest and improves the reception you receive from your audience.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Information technology
Difficulty: Moderate
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

87) The *backchannel* can present challenges for business presenters because
A) Twitter breaks must be scheduled.
B) contrary audience members can have more leverage.
C) supportive listeners can spread your message to a much larger audience.
D) it is difficult to track what parts of the presentation were effective, and which were not.
E) the hashtag must be meaningful and relevant.
Answer: B
Explanation: B) The backchannel gives contrary audience members more leverage, which can cause a presentation to spin out of control.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

88) The most important aspect of any presentation is
A) enveloping your message within a cloak of technology.
B) impressing the audience with your knowledge, skills, and abilities.
C) getting the audience to receive, understand, and embrace your message.
D) regarding your audience as passive recipients rather than trying to engage them.
E) building a slide deck that is meaningful and relevant.
Answer: C
Explanation: C) The most important aspect of any presentation is getting the audience to receive, understand, and embrace your message.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

89) Answering questions at the end of a presentation gives you a chance to
A) change the presentation to better reach the audience.
B) provide the information that is of most interest to the audience.
C) establish ground rules for questions.
D) emphasize your supporting points.
E) respond to the backchannel.
Answer: D
Explanation: D) Answering questions gives you a chance to obtain important information, emphasize your main idea and supporting points, and build enthusiasm for your point of view.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Analytic thinking
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

90) Best practices for the question-and-answer session after a presentation include
A) counting on being able to set ground rules for the session.
B) anticipating likely questions and thinking through your answers.
C) assuming that you'll be able to handle questions without some preparation.
D) realizing that the question-and-answer session is relatively unimportant.
E) pretending that you know the answer to a question, even when you don't.
Answer: B
Explanation: B) Don't leave the question-and-answer period to chance; instead, anticipate likely questions and think through your answers.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Analytic thinking
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

91) If you face hostile or difficult questions during a question-and-answer session,
A) respectfully ask their opinion on the matter.
B) enlist the help of the audience to silence the questioner.
C) respond honestly while keeping control of your emotions.
D) stand your ground and respond to the questions aggressively.
E) ignore anyone who asks such questions and change the subject.
Answer: C
Explanation: C) If you ever face hostile questions, respond honestly and directly while keeping your cool.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

92) Successful speakers work on making
A) an authentic connection with listeners.
B) a note-perfect presentation.
C) a strong use of the backchannel.
D) tech-savvy presentations.
E) the audience changes their mind about an issue.
Answer: A
Explanation: A) Successful speakers focus on making an authentic connection with their listeners, rather than on trying to deliver a note-perfect presentation.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

93) In order to appear sincere, confident, and trustworthy,
A) concentrate on the message and the audience.
B) maintain eye contact with friendly audience members.
C) be comfortable.
D) be ready with your opening line.
E) visualize success.
Answer: B
Explanation: B) Maintain eye contact with friendly audience members. Eye contact not only makes you appear sincere, confident, and trustworthy but can give you positive feedback as well.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

94) When presenting to high-ranking executives, _____ will consume most of the presentation time.
A) explaining your credentials
B) convincing them of the value of your presentation
C) the question and answer period
D) explaining the cost of the idea
E) reading and understanding the nonverbal signals being transmitted
Answer: C
Explanation: C) Whether you take them during a formal question-and-answer (Q&A) period or as they come up during your presentation, questions are often one of the most important parts of a presentation. When you're speaking to high-ranking executives in your company, the Q&A period will often consume most of the time allotted for your presentation.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Critical Thinking
Learning Outcome: Describe steps for developing oral and online presentations

95) When preparing to be able to best respond to questions from the audience,
A) have friendly audience members ask predetermined questions.
B) offer to meet after the presentation.
C) prepare extra slides and handouts that will speak for you.
D) learn about the audience and their concerns ahead of time.
E) establish ground rules and don't respond to those who will not follow the rules.
Answer: D
Explanation: D) Don't assume you can handle whatever comes up without some preparation. Learn enough about your audience members to get an idea of their concerns, and think through answers to potential questions.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Synthesis
Learning Outcome: Describe steps for developing oral and online presentations

96) During a presentation, one way to make the best use of the backchannel is to
A) review comments point by point as they are being made.
B) respond to each comment or question as it is made.
C) monitor the backchannel while speaking.
D) display the Twitter stream on a screen live.
E) schedule Twitter break to review comments during the presentation.
Answer: E
Explanation: E) Using a free service such as Tweet Deck, which organizes tweets by hashtag and other variables, you can monitor comments from people in the audience. To avoid trying to monitor the backchannel while speaking, you can schedule "Twitter breaks," during which you review comments and respond as needed.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Information technology
Difficulty: Difficult
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

97) One of the benefits of giving a presentation online is
A) the ability to reach a geographically dispersed audience.
B) production costs.
C) the ability to see and respond to nonverbal cues.
D) the ability to change to presentation "live."
E) the lack of face-to-face feedback from the audience.
Answer: A
Explanation: A) Online presentations offer many benefits, including the opportunity to communicate with a geographically dispersed audience at a fraction of the cost of travel and the ability for a project team or an entire organization to meet at a moment's notice.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

98) When developing a presentation for an online audience,
A) send out study materials immediately after the presentation is over.
B) break complicated slides into multiple slides.
C) limit the use of the backchannel to Twitter breaks.
D) start the presentation on time.
E) keep each slide on screen for a longer period of time.
Answer: B
Explanation: B) Keep your presentation as simple as possible. Break complicated slides down into multiple slides if necessary, and keep the direction of your discussion clear so that no one gets lost.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Conceptual
Learning Outcome: Describe steps for developing oral and online presentations

99) When delivering presentations online, it is especially important to ask the audience for frequent feedback.
Answer: TRUE
Explanation: Feedback from the audience in an online presentation allows you to gauge how effective your presentation is. Because you do not have the in-person feedback of audience participation and body language, online feedback is an important aspect of these types of presentations.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations

100) Offer some practical suggestions for overcoming anxiety related to public speaking.
Answer: The following techniques can help you turn anxiety into positive energy: (1) Stop worrying about being perfect—everyone makes mistakes. (2) Know your subject—the more familiar you are with your material, the more confident you will be. (3) Practice. The more familiar you are with your material, the less nervous you will be. (4) Visualize your success. Use the few minutes before you start to tell yourself that you're ready. (5) Remember to breathe. (6) Be ready with your opening line. Have your first sentence memorized and ready to go. (7) Be comfortable. (8) Take a three-second break if you sense that you're starting to race. (9) Concentrate on your message and your audience, not on yourself. (10) Maintain eye contact with friendly audience members. (11) Keep going—things usually get better as you move along and your confidence increases.
LO: 14.5: Describe four important aspects of delivering a presentation in today's social media environment.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Application
Learning Outcome: Describe steps for developing oral and online presentations