

Chapter 1

Name _____

Total Point Value _____ points

Multiple Choice (Circle the Correct Letter)

Each correct answer is worth _____ points

1. What are the three major areas to consider before giving a presentation?
 - a. The People, The Places, The Posture
 - b. The People, The Places, The Seating
 - c. The People, The Places, The Things
 - d. The People, The Things, The Purpose

2. When giving presentations for people from different countries, it is important to be aware of:
 - a. Clothing
 - b. Nonverbal communication & language
 - c. Seating arrangements
 - d. Having a short presentation

3. Author/Consultant Phil Bruschi shares how many “deadly sins” of presentational speaking?
 - a. 12
 - b. 11
 - c. 10
 - d. 13

4. All of the following make a presentation appropriate except for:
 - a. A topic that engages your audience
 - b. A topic that challenges your audience
 - c. A topic that fits your time limits
 - d. A topic that your family enjoys

5. You have to be more animated with your visual delivery and louder with your verbal delivery if you present:
 - a. With a podium/lectern
 - b. Without a podium/lectern
 - c. With and without a podium/lectern
 - d. None of the above

6. To avoid technical problems when presenting, always _____.
 - a. Get to the site early to rehearse
 - b. Make sure every aid is large enough
 - c. Practice with the equipment
 - d. All of the above

7. The best way to reduce speaking anxiety is:
 - a. To practice
 - b. To shorten the presentation
 - c. To tell a lot of jokes
 - d. To pretend you are invisible

8. When deciding an appropriate topic to present to your audience, how should one narrow his or her list of topics?
 - a. Consider the 5 W’s
 - b. Consider only who and what
 - c. Pick your first choice
 - d. Take a vote

9. Your behavior, communication skills and attitudes toward people are reflective of your brand’s:
 - a. Personality
 - b. Competencies
 - c. Appearance
 - d. Differentiation

True/False (Write True or False)

Each correct answer is worth _____points

1. A questionnaire about your audience demographics should only include “yes” or “no” questions.
2. If your location is uncomfortable to your audience you may need to shorten the presentation.
3. When considering the place and time for a presentation, you should consider both where and when the presentation will take place.
4. Most listeners are alert for presentations after 11:00am.
5. There’s no need to consider your audience when choosing a topic.
6. When presenting, use language that does not assume gender roles.
7. The connotative meaning of a word is the dictionary definition of a word.
8. The more knowledgeable you are about the topic and the more you rehearse, the more nervous you will be about your presentation.
3. When giving a presentation, list and explain the three “times” to examine.
Point Value_____
4. Why does it matter if your presentation is during a winter or summer month?
Point Value_____
5. Describe the two primary reasons for why you would have to give a presentation.
6. List the four components of your personal brand.
Point Value_____
7. Why is it important to be aware of gender and culture when creating a presentation?
Point Value_____
8. List 6 of the “12 Deadly Sins for Presentational Speaking” according to Author/Consultant Phil Bruschi.
Point Value_____

Essay/Short Answer

(Explain As Much As You Can for Maximum Credit)

1. Describe four of the six demographics listed that are important to consider when it comes to your audience. Point Value_____
2. What are the four types of listening?
Point Value_____

[Type text]

ANSWER KEY FOR CHAPTER 1

Multiple Choice

1. C
2. B
3. A
4. D
5. B
6. D
7. A
8. A
9. A

True/False

1. False
2. True
3. True
4. False
5. False
6. True
7. False
8. False

Essay/Short Answer

1. Age, race or cultural background, gender, work or group affiliation, economic class, educational level
2. Comprehensive, Analytical, Appreciative, Empathic
3. Time of day, time of year, time limits
4. The time of year could affect the room temperature and thus the audience's ability to listen.
5. To inform or to persuade
6. Appearance, Competencies, Personality, Differentiation
7. Gender and culture awareness are important because different language use, symbols and nonverbal communication could encourage or insult people from various countries. Knowing culture or gender ahead of time could prevent your credibility from being hurt.
8.
 1. Not starting on time or running late
 2. Being unprepared
 3. Apologizing for yourself or your organization
 4. Unprofessional use of presentation aids
 5. Improper handling of questions and answers during a forum
 6. Not knowing audience demographics
 7. A lack of enthusiasm for your topic or a lack of enthusiasm is shown through your delivery
 8. Reading to your audience
 9. Poor eye contact with the audience
 10. A lack of controlled gestures & vocal variety
 11. A lack of supportive materials like examples, facts, statistics, testimonies or stories
 12. Running way over your time limit