

Unit 06: Developing Business Presentations

Author: P. Wynn Norman

Professor @Saylor Foundation

Published 2014

Create, Share, and Discover Online Quizzes.

QuizOver.com is an intuitive and powerful online quiz creator. [learn more](#)

Join QuizOver.com



How to Analyze Stocks

By Yasser Ibrahim

1 month ago
12 Responses

© iStock: Thomson Moter



Pre Employment English

By Katharina Jennifer N

5 months ago
19 Responses

© iStock: Albin



Lean Startup Quiz

By Yasser Ibrahim

2 months ago
16 Responses

© iStock: Gekelwe Quiz

Powered by QuizOver.com

The Leading Online Quiz & Exam Creator

Create, Share and Discover Quizzes & Exams

<http://www.quizover.com>

Disclaimer

All services and content of QuizOver.com are provided under QuizOver.com terms of use on an "as is" basis, without warranty of any kind, either expressed or implied, including, without limitation, warranties that the provided services and content are free of defects, merchantable, fit for a particular purpose or non-infringing.

The entire risk as to the quality and performance of the provided services and content is with you.

In no event shall QuizOver.com be liable for any damages whatsoever arising out of or in connection with the use or performance of the services.

Should any provided services and content prove defective in any respect, you (not the initial developer, author or any other contributor) assume the cost of any necessary servicing, repair or correction.

This disclaimer of warranty constitutes an essential part of these "terms of use".

No use of any services and content of QuizOver.com is authorized hereunder except under this disclaimer.

The detailed and up to date "terms of use" of QuizOver.com can be found under:

<http://www.QuizOver.com/public/termsOfUse.xhtml>

eBook Content License

Dr. P. Wynn Norman. Corporate Communication (The Saylor Academy),
<http://www.saylor.org/courses/bus210/>

Creative Commons License

Attribution-NonCommercial-NoDerivs 3.0 Unported (CC BY-NC-ND 3.0)

<http://creativecommons.org/licenses/by-nc-nd/3.0/>

You are free to:

Share: copy and redistribute the material in any medium or format

The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:

Attribution: You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

NonCommercial: You may not use the material for commercial purposes.

NoDerivatives: If you remix, transform, or build upon the material, you may not distribute the modified material.

No additional restrictions: You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

Table of Contents

Quiz Permalink: <http://www.quizover.com/question/unit-06-developing-business-presentations-by-p-wynn-south-corporate>

Author Profile: <http://www.quizover.com/user/profile/p-wynn.norman>

1. Unit 06: Developing Business Presentations

4. Chapter: Unit 06: Developing Business Presentations

1. Unit 06: Developing Business Presentations Questions

4.1.1. A declarative statement that captures the main idea of a speech whi...

Author: P. Wynn Norman

A declarative statement that captures the main idea of a speech while using specific language and reflecting the characteristics of the speech's intended audience is called what?

Please choose only one answer:

- A thesis statement
- A speech map
- A rhetorical situation
- An audience platform
- An attention-getter

Check the answer of this question online at QuizOver.com:

Question: [A declarative statement that captures the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-declarative-statement-that-captures-the-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-declarative-statement-that-captures-the-p-wynn-norman-south-corporat?pdf=1509>

4.1.2. According to the textbook, if you determine that the purpose of you...

Author: P. Wynn Norman

According to the textbook, if you determine that the purpose of your speech is to both inform and persuade, what is the next step you should take?

Please choose only one answer:

- Analyze your audience.
- Merge the two purposes into a demonstration speech.
- Identify who, what, and where you will be speaking.
- Re-evaluate the assignment or goal to so you only have one purpose.
- Organize, focus, prepare, and deliver.

Check the answer of this question online at QuizOver.com:

Question: [According to the textbook if you determine P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-textbook-if-you-determine-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/according-to-the-textbook-if-you-determine-p-wynn-norman-south?pdf=1509>

4.1.3. Aimee wants to present an informative speech on global warming, but...

Author: P. Wynn Norman

Aimee wants to present an informative speech on global warming, but because of the community where she will speak, she knows it is likely that most of her audience will disagree with the information she provides, even if it is the first time they have encountered the information. Given the steps in the process of planning a speech, should Aimee proceed with her plans?

Please choose only one answer:

- No, because asking "Will my topic be interesting to my audience" is an important step.
- No, because her general purpose with that audience should be to persuade, not to inform.
- No, because dealing with their resistance will make it impossible for her to cover the topic in the time allotted.
- Yes, because disagreement and disinterest are not the same emotions.
- Yes, because the general purpose of a speech is determined by the speaker, not the audience.

Check the answer of this question online at QuizOver.com:

Question: [Aimee wants to present an informative P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/aimee-wants-to-present-an-informative-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/aimee-wants-to-present-an-informative-p-wynn-norman-south-corporate?pdf=1509>

4.1.4. Charles does not think that the overweight African-American woman w...

Author: P. Wynn Norman

Charles does not think that the overweight African-American woman who has been asked to lecture on preparing horses for an international competition can provide useful information, so he gives his ticket to someone else, who proceeds to enjoy the lecture. Which of the following is it most apparent that Charles succumbed to?

Please choose only one answer:

- Stereotyping
- Prejudice
- Ethnocentrism
- Both A and B
- Both B and C

Check the answer of this question online at QuizOver.com:

Question: [Charles does not think that the overweight P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/charles-does-not-think-that-the-overweight-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/charles-does-not-think-that-the-overweight-p-wynn-norman-south?pdf=1509>

4.1.5. Documents used to support the main idea of a speech should represen...

Author: P. Wynn Norman

Documents used to support the main idea of a speech should represent good reasoning and effective communication techniques. Which of the following would disqualify a document based on that standard?

Please choose only one answer:

- A document that draws conclusions based on inferences or interpretations of the data it presents
- A document that addresses a problem or controversy
- A document that articulates a specific frame of reference or viewpoint
- A document that does not identify the assumptions, concepts, or ideas its content is based on
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Documents used to support the main idea P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/documents-used-to-support-the-main-idea-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/documents-used-to-support-the-main-idea-p-wynn-norman-south-corporate?pdf=1509>

4.1.6. Laetitia is representing a solar panel company at a home builder's ...

Author: P. Wynn Norman

Laetitia is representing a solar panel company at a home builder's convention. Her job is to explain to builders how easy it is to install rooftop solar panels, so they will recommend the product to their clients. What is the general purpose of Laetitia's presentation?

Please choose only one answer:

- To inform
- To persuade
- To demonstrate
- To entertain
- To perform a ritual

Check the answer of this question online at QuizOver.com:

Question: [Laetitia is representing a solar panel P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/laetitia-is-representing-a-solar-panel-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/laetitia-is-representing-a-solar-panel-p-wynn-norman-south-corporate?pdf=1509>

4.1.7. What is an effective way to adapt your speeches to diverse settings?

Author: P. Wynn Norman

What is an effective way to adapt your speeches to diverse settings?

Please choose only one answer:

- Avoid expressing your values to audiences you are unfamiliar with.
- Find opportunities to learn about other cultures.
- Be prepared for problems with conflicting perceptions.
- Never speak to diverse audiences if you will not be able to clarify your material with question-and-answer periods.
- Warn your audience that they may be uncomfortable with some of your speech's contents.

Check the answer of this question online at QuizOver.com:

Question: [What is an effective way to adapt your P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-an-effective-way-to-adapt-your-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-an-effective-way-to-adapt-your-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. What is the first aspect of developing a speech which you must ackn...

Author: P. Wynn Norman

What is the first aspect of developing a speech which you must acknowledge before planning anything else?

Please choose only one answer:

- Why you are speaking
- Who your audience will be
- When you will speak
- Where you will speak
- What your topic will be

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What is the first aspect of developing a P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-first-aspect-of-developing-a-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-first-aspect-of-developing-a-p-wynn-norman-south-corporate?pdf=1509>

4.1.9. What is the problem with failing to credit your sources of informat...

Author: P. Wynn Norman

What is the problem with failing to credit your sources of information or visuals in a business presentation?

Please choose only one answer:

- It is plagiarism.
- It could be considered fraud.
- It could result in embarrassment.
- It could increase your anxiety.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the problem with failing to credit P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-problem-with-failing-to-credit-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-problem-with-failing-to-credit-p-wynn-norman-south?pdf=1509>

4.1.10. Which of the following is an example of how role identities can bec...

Author: P. Wynn Norman

Which of the following is an example of how role identities can become a barrier to effective communication?

Please choose only one answer:

- A recent German immigrant discusses social mobility in Europe with an audience of Canadians.
- A business executive is the guest lecturer for a graduate-level class studying supply-side economics.
- A nurse shows a group of diabetic children how to help their parents choose healthy foods when they go shopping.
- A woman argues to a jury that is half men and half women that a convicted rapist should receive the maximum penalty.
- A teenager whose father suffers from post-traumatic stress syndrome (PTSD) is the guest on a radio show in which the host asks her many questions about the impact of PTSD on its victims.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is an example of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-an-example-of-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-an-example-of-p-wynn-norman-south-corporate?pdf=1509>

4.1.11. Which of the following is NOT a general purpose for a speech?

Author: P. Wynn Norman

Which of the following is NOT a general purpose for a speech?

Please choose only one answer:

- To inform
- To demonstrate
- To persuade
- To entertain
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is NOT a general P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-a-general-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-a-general-p-wynn-norman-south-corporate?pdf=1509>

4.1.12. Which of the following is weak as a specific purpose for a speech?

Author: P. Wynn Norman

Which of the following is weak as a specific purpose for a speech?

Please choose only one answer:

- To inform an audience about the company's new packaging material
- To convince clients to adopt safer driving strategies by using the Zanco Braking Tracker
- To lead a discussion about ways to increase group productivity
- To toast the company's 50th anniversary
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is weak as a specific P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-weak-as-a-specific-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-weak-as-a-specific-p-wynn-south-corporate?pdf=1509>

4.1.13. Which of the following letter-number pairs accurately connects the ...

Author: P. Wynn Norman

Which of the following letter-number pairs accurately connects the terms in the graphic below with their explanations?

A. Sensitivity	1. Incorporating new ideas in the way you think
B. Exposure	2. Putting the parts of the speech together
C. Assimilation	3. Responding or being susceptible to new information
D. Accommodation	4. Including or excluding information based on how it relates to your goal
E. Incubation	5. Re-examining the speech to correct or improve it
F. Incorporation	6. Integrating new information into an already whole or complete topic
G. Production	7. Encountering ideas through direct experience
H. Revision	8. Working through an idea in your mind

Please choose only one answer:

- A-8, B-7, C-3, D-5
- A-8, B-6, C-1, D-3
- A-3, B-7, C-1, D-4
- A-2, B-4, C-5, D-1
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following letter-number pairs P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-letter-number-pairs-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-letter-number-pairs-p-wynn-norman-south?pdf=1509>

4.1.14. Which of the following statements about types of cultures is FALSE?

Author: P. Wynn Norman

Which of the following statements about types of cultures is FALSE?

Please choose only one answer:

- Individualistic cultures focus on the principles behind behavior rather than the rules that govern behavior.
- Explicit-rule cultures make sure that people know the rules by discussing or displaying rules frequently.
- Collectivistic cultures emphasize the community's needs over the individual's needs.
- Uncertainty-rejecting cultures dislike ambiguity.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements about P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-about-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-about-p-wynn-norman-south-corporate?pdf=1509>

4.1.15. Which of the following thought processes reflects how you should co...

Author: P. Wynn Norman

Which of the following thought processes reflects how you should consider whether you can cover your speech topic in time?

Please choose only one answer:

- You consider how broad your topic is and whether you can narrow it down enough to cover it in the time allotted.
- You consider how challenging your purpose is and whether you have the time to accomplish it in sufficient depth in your speech.
- You think about the chronological relationships between the points you intend to make.
- You think about how much you know about the topic and how much research you will have to do to fill in the gaps in your knowledge.
- You think about when the speech will take place and how that timing will affect your audience's receptiveness.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following thought processes P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-thought-processes-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-thought-processes-p-wynn-norman-south-corporate?pdf=1509>

4.1.16. You use pictures of buildings found on the Internet to show the col...

Author: P. Wynn Norman

You use pictures of buildings found on the Internet to show the colors available for your company's steel building. Because you are just using the pictures to show colors, not the buildings themselves, is this an ethical use of material?

Please choose only one answer:

- Yes, because you are using the pictures just to show colors, not to sell buildings.
- No, because all pictures on the Internet are protected by copyrights.
- Yes, because you would not talk about the buildings shown in the pictures.
- No, because even if you do not talk about the buildings, the audience might still think that your company built them.
- Yes, because you would check the terms of use of the pictures you found on the Internet and only use ones that gave specific permission for you to use them for noncommercial purposes.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [You use pictures of buildings found on P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/you-use-pictures-of-buildings-found-on-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-use-pictures-of-buildings-found-on-p-wynn-norman-south-corporate?pdf=1509>