

Unit 11: Business Presentations in Action

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Published 2014

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1. Unit 11: Business Presentations in Action

4. Chapter: Unit 11: Business Presentations in Action

1. Unit 11: Business Presentations in Action Questions

4.1.1. A farm that specializes in raising orphaned livestock posts the pho...

Author: P. Wynn Norman

A farm that specializes in raising orphaned livestock posts the photograph shown below and the story behind it on various Internet websites involving the raising of horses and other livestock. Which element associated with the design of viral messages does the photograph lack?



Please choose only one answer:

- An appeal to emotion
- Relevance
- A trigger
- All of the above
- None of the above

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

Question: [A farm that specializes in raising orphaned P. Wynn @South University](#)

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4.1.2. Based on what you have learned about why sound bites are effective,...

Author: P. Wynn Norman

Based on what you have learned about why sound bites are effective, which of the following sound bites, or memorable quotes, is the LEAST effective?

Please choose only one answer:

- "Mr. Gorbachev, tear down this wall!"
- "There are no red states or blue states—just the United States of America."
- "Read my lips: no new taxes."
- "Houston, Tranquility Base here. The Eagle has landed."
- "The only thing we have to fear is fear itself."

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

Question: [Based on what you have learned about why P. Wynn Norman @South Corporate](#)

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4.1.3. Brian is frustrated that when his working group meets, it spends th...

Author: P. Wynn Norman

Brian is frustrated that when his working group meets, it spends the first half of the time allotted just getting organized. What is likely to be missing or poorly developed in Brian's meetings?

Please choose only one answer:

- Agendas
- Robert's Rules of Order
- Leadership
- Assigned roles
- Visual aids

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

Question: [Brian is frustrated that when his working P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/brian-is-frustrated-that-when-his-working-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

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4.1.4. Chantal wants to create a viral message about the unique hairstyles...

Author: P. Wynn Norman

Chantal wants to create a viral message about the unique hairstyles the stylists in her unisex salon can create. Which of the following images would not be effective as an element of her message due to lack of relevance?

A



B



C



D

Please choose only one answer:

- A
- B
- C
- D

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

Question: [Chantal wants to create a viral message P. Wynn Norman @South Corporate](#)

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4.1.5. During a retirement dinner for a popular hospital administrator, th...

Author: P. Wynn Norman

During a retirement dinner for a popular hospital administrator, the chief surgeon at the hospital stood up to speak about some of the not-so-popular traits of the retiring administrator. Her speech often ridiculed the administrator and had her audience, including the administrator, laughing continuously. What kind of speech did the surgeon give?

Please choose only one answer:

- A toast
- A commemoration
- A roast
- A ceremonial
- A boast

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

Question: [During a retirement dinner for a popular P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.6. Gideon is a very busy person, so when he has a telephone conversati...

Author: P. Wynn Norman

Gideon is a very busy person, so when he has a telephone conversation, he hates to waste time with pleasantries about the weather or gossip. Instead, after identifying himself to the person he is addressing, Gideon gets right down to business. Once he feels that he has accomplished or communicated whatever was the purpose of the conversation, he indicates that and abruptly hangs up. The way Gideon communicates by phone is efficient, but it is often less than effective, forcing him to have to follow up with emails or various types of documentation. What stages in a telephone conversation should Gideon use to ensure that his audience is prepared and willing to converse with him and will not feel irritated by the exchange afterward?

Please choose only one answer:

- An opening and feedforward
- Feedforward and feedback
- Feedback and closing
- The opening and closing
- Feedforward and closing

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

Question: [Gideon is a very busy person so when he P. Wynn Norman @South Corporate](#)

Flashcards:

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Interactive Question:

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4.1.7. How is preparation for a media interview different from preparation...

Author: P. Wynn Norman

How is preparation for a media interview different from preparation for toasts, giving or receiving awards, introductions, or acting as a master of ceremonies?

Please choose only one answer:

- You do not have to prepare for the setting.
- You do not need to worry about nonverbal communication or delivery.
- You do not need to analyze your audience.
- You do not need to use memorable statements.
- None of the above

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

Question: [How is preparation for a media interview P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.8. In a conference call with a dozen people, Suletu leads the group th...

Author: P. Wynn Norman

In a conference call with a dozen people, Suletu leads the group through a list of seven important actions which must be undertaken immediately. After she finishes describing each action, she moves on to the next without delay. However, once she has covered all seven, she stops and asks the participants if they have any questions. No one does, and yet after the call, Suletu receives emails from several participants with questions. What was missing in the way Suletu presented the list which resulted in no questions during the conference, but many questions afterward?

Please choose only one answer:

- Her style did not accommodate feedback in an effective way.
- Her style did not use enough repetition so participants could keep up with and recall what she said.
- Her style did not include the time and space her audience needed to absorb the content she presented.
- All of the above
- None of the above

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

Question: [In a conference call with a dozen people P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-a-conference-call-with-a-dozen-people-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

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4.1.9. In a typical, five-stage telephone conversation involving a business...

Author: P. Wynn Norman

In a typical, five-stage telephone conversation involving a business matter, which of the following is necessary to establish the purpose and tone of the dialogue?

Please choose only one answer:

- Feedforward
- Feedback
- The opening
- The closing
- The business

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

Question: [In a typical five-stage telephone conversation P. Wynn @South Corporate](#)

Flashcards:

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4.1.10. Notes on or a summary of what occurred during a meeting are referred to by what term?

Author: P. Wynn Norman

Notes on or a summary of what occurred during a meeting are referred to by what term?

Please choose only one answer:

- The agenda
- The subject
- The header
- The minutes
- The notes

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

Question: [Notes on or a summary of what occurred P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.11. Suletu prefers teleconferencing over face-to-face meetings, because...

Author: P. Wynn Norman

Suletu prefers teleconferencing over face-to-face meetings, because public speaking makes her nervous. Unfortunately, she is forced to lead a group in person because each individual's unique expertise will be needed and none of the participants have worked together before or are familiar with each other. To prepare for this meeting, Suletu produces a well-organized agenda that has a complete header, lists the expected participants, and presents the purpose of the meeting. In the meeting, Suletu calls it to order, takes roll, and then quickly gets the participants working on the project. That is when things fall apart. In spite of having a written agenda in front of them, no one knows whose skills or judgment should contribute to what part of the project. What did Suletu forget to do?

Please choose only one answer:

- Review the minutes of the last meeting
- Review old business
- Make introductions
- Call the meeting to order
- All of the above

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

Question: [Suletu prefers teleconferencing over face P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/suletu-prefers-teleconferencing-over-face-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

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4.1.12. Tony's event management business lost an important contract when hi...

Author: P. Wynn Norman

Tony's event management business lost an important contract when his assistant made a mistake in setting up a retirement dinner for a popular hospital administrator. The VIP table at the front of the conference room was outfitted impressively, but without what the assistant forgot, the participants could not toast their honoree. What was missing?

Please choose only one answer:

- Pictures
- Glasses
- The script
- Name tags
- Food

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

Question: [Tony's event management business lost an P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.13. U.S. President Barack Obama once stated: "It's amazing how much you..."

Author: P. Wynn Norman

U.S. President Barack Obama once stated: "It's amazing how much you can get done when you are not trying to take credit for it." A former U.S. President, John F. Kennedy, stated: "It's not what your country can do for you, but what you can do for your country." Why is it less likely that Obama's quote will be remembered in the enduring way that Kennedy's has been?

Please choose only one answer:

- It is not as clear.
- It is not as concise.
- It is not as easy to repeat.
- It is not as audience-centered.
- None of the above

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

Question: [U.S. President Barack Obama once stated: P. Wynn Norman @South Corporate](#)

Flashcards:

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Interactive Question:

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4.1.14. What are "phrases that express the goals, aims, or nature of a prod...

Author: P. Wynn Norman

What are "phrases that express the goals, aims, or nature of a product, service, person, or company?"

Please choose only one answer:

- Sound bites
- Slogans
- Quotes
- Quips
- Factoids

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

Question: [What are phrases that express the goals P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-are-phrases-that-express-the-goals-p-wynn-norman-south-corporate?pdf=1509>

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4.1.15. What distinguishes viral messages for business uses from other type...

Author: P. Wynn Norman

What distinguishes viral messages for business uses from other types of messages?

Please choose only one answer:

- Their audience can be very large and heterogeneous.
- Their primary appeal is emotional.
- They compel the audience to share.
- They are highly relevant to their target audience.
- All of the above

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

Question: [What distinguishes viral messages for P. Wynn Norman @South Corporate](#)

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4.1.16. When you are careful to articulate your words as clearly as possibl...

Author: P. Wynn Norman

When you are careful to articulate your words as clearly as possible and use a vivid, descriptive, specific vocabulary, what aspect of communication are you adjusting to even more than usual in a telephone conversation in contrast to a face-to-face one?

Please choose only one answer:

- Environmental noise
- Psychological noise
- Interaction
- Non-verbal context
- Mental imagery

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

Question: [When you are careful to articulate your P. Wynn Norman @South Corporate](#)

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4.1.17. Which of the following actual slogans for shoes, obtained from Text...

Author: P. Wynn Norman

Which of the following actual slogans for shoes, obtained from Textart.ru's database of advertising slogans, is the least effective reinforcing an audience's image of a product?

Please choose only one answer:

- Zivas Footwear: "The finest footwear for the active lifestyle."
- Allen-Edmonds (dress and casual shoes for men): "For all walks of life."
- The Cardinale shoe brand: "Give value to your feet."
- Peter Kaiser, shoemaker: "Jewelry for your legs."
- Startrite children's shoes: "Worn by the world's most precious feet."

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

Question: [Which of the following actual slogans for P. Wynn Norman @South Corporate](#)

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4.1.18. Which of the following events would use someone familiar with the d...

Author: P. Wynn Norman

Which of the following events would use someone familiar with the duties of a master of ceremonies?

Please choose only one answer:

- The celebration of a company's 50th anniversary
- The opening of a new plant
- A new recruit training session
- A company-sponsored Fourth of July barbecue
- None of the above

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

Question: [Which of the following events would use P. Wynn Norman @South Corporate](#)

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4.1.19. Words, sounds, or images that compel their audience to pass them al...

Author: P. Wynn Norman

Words, sounds, or images that compel their audience to pass them along are referred to as what?

Please choose only one answer:

- Viral messages
- Slogans
- Tag lines
- Catch phrases
- Mimicry

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

Question: [Words sounds or images that compel their P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.20. You are going to lead a meeting, which will be held via VoIP. A lot...

Author: P. Wynn Norman

You are going to lead a meeting, which will be held via VoIP. A lot of material must be covered in a very limited amount of time. Which of the following common business meeting elements is the most risky to abandon to save time?

Please choose only one answer:

- Introductions
- The agenda
- Roll call
- Robert's rules of order
- The reading of the minutes

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

Question: [You are going to lead a meeting which will P. Wynn Norman @South](#)

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