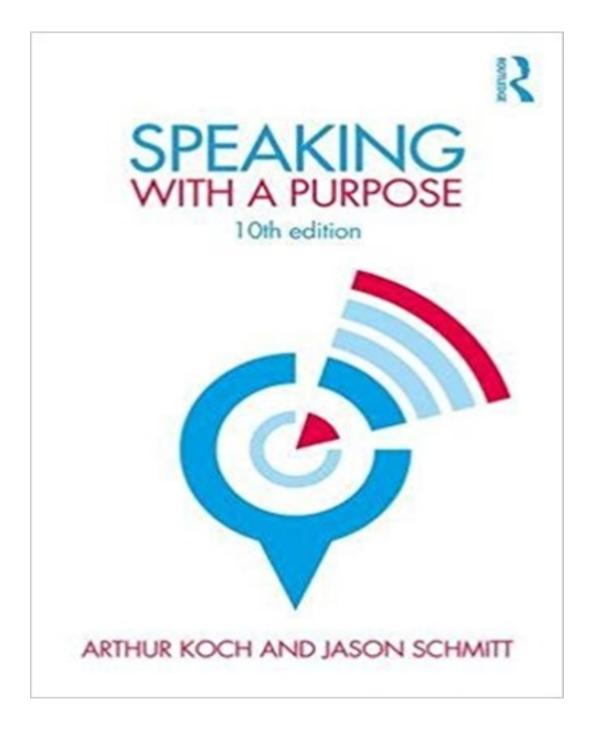
Test Bank for Speaking with a Purpose 10th Edition by Koch

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Test Bank

Chapter 2 Examination Questions

| Mul | tiple Choi | ce | |
|-----|--|---------------------------------------|--|
| 1. | Speakers should NOT consider audience during speechpreparation | | |
| | A. | background | |
| | B. | interests | |
| | C. | knowledge of the subject | |
| | D. | attitude towards the subject | |
| | E. | appearance* | |
| 2. | A(n) _ | audience is the hardest to deal with. | |
| | A. | indifferent | |
| | B. | student | |
| | C. | faculty | |
| | D. | diverse | |
| | E. | opposed* | |
| 3. | Success or failure in communication is measured by audience | | |
| | A. | response.* | |
| | B. | understanding. | |
| | C. | attention. | |
| | D. | analysis. | |
| | E. | knowledge of the subject. | |
| 4. | Demography is derived from a Greek word meaning | | |
| | A. | democratic | |
| | B. | graphic | |
| | C. | people* | |
| | D. | demonstrative | |
| | E. | status | |
| 5. | Communication does NOT take place unless the audience | | |
| | A. | understands the message.* | |
| | B. | pays attention. | |
| | C. | agrees with the message. | |
| | D. | gets excited. | |
| | E. | delivers a message. | |

| 6. | Your a | audience will if they think your speech is useful. |
|----|---|--|
| | A. | understand the message |
| | B. | voluntarily pay attention* |
| | C. | agree with your purpose |
| | D. | like you |
| | E. | oppose your point of view |
| 7. | You ca | an stimulate the interest of an indifferent audience by |
| | A. | explaining the usefulness of the subject. |
| | В. | talking slower. |
| | C. | using an imaginative approach. |
| | D. | talking faster. |
| | E. | using a creative approach and explaining the usefulness of the subject.* |
| 8. | Favorable audiences are usually | |
| | A. | a mixture of male and female. |
| | В. | supportive. |
| | C. | attentive.* |
| | D. | highly educated. |
| | E. | diverse and sympathetic. |
| 9. | Which of the following is NOT a demographic characteristic? | |
| | A. | Educational level |
| | B. | Ethnic group |
| | C. | Cultural group |
| | D. | Age |
| | E. | Appearance* |
| | 10. In | order to communicate effectively to an audience you must |
| | A. | like them. |
| | B. | |
| | C. | soften them up. |
| | D. | identify with them. |
| | E. | speak loudly. |
| | | |

True/False

- F The indifferent audience is the hardest to deal with.
- T
- An audience is an indispensable part of communication. If an audience is confused, communication does not take place. T
- T
- T
- A speech must be developed with the audience in mind.

 Some audience responses are unattainable.

 Sometimes you have to make an educated guess about your audience. T
- The hardest audience to deal with involves people you know well. An audience analysis form lists the sex of the audience. F
- F

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- T Speakers should use audience analysis evaluation forms.
- F A speaker should never deliver a speech to an opposed audience.

Essay

- 1. Why is the educational level of an audience important? Give an example.
- 2. List some demographic factors to consider about an audience and explain why these are important.
- 3. Explain how not considering your audience can cause problems.
- 4. Is it true that the more you know about your audience, the more likely you are to achieve your purpose? Explain.
- 5. Explain why some audience responses are unattainable.
- 6. Explain why the cultural or ethnic background of an audience is important.