

words will help to express admiration, gratitude and a balanced manner of presenting ideas, without any words to flatter the other person. That will make the written work more engaging and a good feedback can be obtained.

(j) **To evaluate** : The purpose of writing is to provide information and knowledge. At the same time, there is also some element of evaluation. Different kind of writing skills will help to get different kind of results. The skill of writing in order to evaluate, will be used when a person writes to assess something. The writer may give opinion or judgment, with some supportive data, research evidences to present some arguments or to analyze the evidence presented. This skill requires some study or research before putting words on paper. A writer may compare and contrast certain things or subjects, theories etc., he or she may present some models or ideas in a language best suited for a particular purpose.

A writer may hint at the implications of the points presented to evaluate and also suggest the probable outcomes. The art of proper evaluating in writing, means to present arguments or theories with the explanation that gives reasons for your opinion that would help to analyze the points thus presented.

4. Principles of Good Writing

Principles of Good Writing are essential to be followed. There are some basic requirements in good writing. The person writing, must express his or her ideas clearly, concisely and completely when writing. If the written message is not clear, incomplete, or presented in a bad manner, the purpose of writing will be lost. The readers will not get the purpose of the writer. The desired response will not be obtained. At the same time, if the written message is too confusing, not focused on the prime area or if it is too lengthy, people may not read it full or will not know how to respond. Hence it is necessary to understand the Principles of Good Writing. Let us study the following points necessary for good writing:

(a) **Brevity** : This is the most important principle of Good writing. Brevity must always come before clarity. If a person writing understands the value of the time spent by the reader, he will not present his ideas in too lengthy words. A writer must be focused on his presentation of ideas and should not allow himself or herself in just writing to impress them by presenting lengthy articles. Communication in the right manner is the main essence of Brevity. The writer's

purpose should be to inform and not to misinform or make the reading more difficult and time consuming. It is often said that the writer should know how to present selected words and language in the strongest manner in the most important places, with correct style and word order, making the presentation effective. Brevity also means to abstain from presenting the things that fascinate you as a writer and instead control and channelize your words. In order to acquire the principle of Brevity, the writer should also be a good reader and good listener. He or she should read the works which are successfully written by other writers and listen to good and focused presentations. He or she should also revise his written work to check that it is simple, balanced and in perfect harmony and rhythm of presenting the points in his or her mind in perfect manner. Revision of written work is essential to have Brevity in work. The focus should be on presentation that is simple and appealing and the expressions that are simple and easy to understand.

(b) Clarity: Clarity is must in written presentations. It is really essential to organize the text to make it easy to understand. Clarity includes many things like keeping away from using vague words, avoiding lengthy presentations that is not focused and presenting too much details which may not be necessary. The principle of Clarity says, the writer should ensure that the readers should understand the message exactly as the writer intended. It should be so clear to eliminate any confusion. A few points should be considered by the writer in order to establish clarity:

(1) Proper organization of thoughts in writing. It should be logical, step by step presentation, the proper progression to grip the reader's attention and the order of presentation should be as per the order of importance.

(2) The clarity should be establish right from the beginning. The readers should get the idea from the start by making them understand what your work is all about. That will also make the reading effortless and valuable as they will be more focused on the upcoming information.

(3) The clarity is established if the writer is specific, this can be done by use of proper vocabulary, short and catchy sentences, and it will be more likely that the people reading will understand better.

(i) Prefer the use of active voice.

(ii) Prefer simple words for more clarity.

(iii) The clarity is best established when a writer arranges the material logically.

The writer will begin with the main idea that the reader can really understand. Then he will present his words step by step, one step at a time. The format should

be arranged in proper manner so that all the important points are included in correct manner.

(c) **Factual**: The Principles of good writing also includes good writing, that is, the written content should be free from personal bias, free from one's personal liking and disliking. It should be written for impersonal presentation. The facts should be presented clearly. The efforts should be to reveal the truth. The written article should be suitable to the objectives and it should meet the expectations of the readers. The contents and finally the end results or the conclusions should be drawn must be free from any ambiguity. The outcome should be clearly revealed. Presenting facts can be challenging at times. Proper study and research beforehand is needed.

Correct communication is the right communication. Presenting facts will deliver the message to the readers that is exact and appropriate. It will have a significant impact on the readers. When the principle of presenting factual content is followed, it will increase the reach to the readers. Hence it is necessary to give true and factual content. In case of doubts about the information, it is necessary to verify the facts before writing because incorrect information will create damage to the readers and even the writer will lose interest in the works of the writer.

(d) **Emphasis**: Emphasis or Focus is an important quality. At the time of writing, the writer should remain loyal to the subject chosen. Emphasis on important points and on overall writing is necessary to maintain a sense of flow and unity in writing. This will also help to keep away from unnecessary information and ideas, which will occupy space and the reader will not be interested in such additional content that will be time consuming and repeating the points. Due to Emphasis the focus will be on the central idea or the main plot of the writing. A good writing is one in which the reader is not forced to read pages, or portion and get lost in the details. A reader should remain focused and should not keep aside after half reading. Emphasis is due care taken by the writer to let the reader spend meaningful time and reads the content that is relevant and necessary.

(e) **Sophistication and Simplicity**: Sophistication and Simplicity makes the task of writing interesting and meaningful. Sophistication is the proportion of advanced words. If the writer is confident about the content and has a clear purpose in writing, his writing will become more sophisticated. This happens because the writer can dig deeper into the topic and present his ideas in an impressive manner. It means, if a writer is well versed and knows his task well, he will definitely show

refined knowledge about the text. Sometimes the writer is tempted to use flowery words and difficult sentences to impress the readers, but no depth in writing can be seen or the content is presented in a meaningless group of words. On the other hand, writing with depth and with proper understanding of the subject and proper command over language, the writer can present complex ideas by using simple tools. Hence, adding Sophistication is adding complexity and depth to the writing work which will be written concisely and clearly.

Simplicity in language makes it clearer for the reader and easier for the writer. It is obvious that simple structures and sentences will avoid confusion and make it easier for the readers to understand. Even for a writer, choosing a simpler format will make the writing easier. In a simple manner, the writer can start with the point he wants to say. Simplicity has its own value. Getting a simple and clear message will convey the idea easily. It will be a concise message that gets straight to the point. Not only does it help to understand easily, but it also makes the reader interested to read more. This is the power of simplicity.

(f) **Correctness**: Correctness is important as many a times, misspellings will make it difficult to understand. It will also create a bad impression about the writer. Correctness in language refer to correct grammar, punctuation, spellings, choice of correct and relevant words and the style of writing. Suppose if a person is writing something on behalf of his organization, his mistakes, will create a negative impression about him and his organization. Hence correctness is very essential. When a writer finishes his work, he should read it again, carefully to check if there are any mistakes. When writing, it is important to be careful about the accepted rules and also ensure that the writing is effective and easily understood. This will happen when the writing is free from mistakes. Hence, while writing it is very important to use proper language that should appeal to the readers. If the writer does not take care of correctness, it can damage his or her reputation, his credibility and the readers will stop reading his work. Even in official documents, it will do a lot of damage to the person and the reputation of the company.

(g) **Avoiding Plagiarism**: Plagiarism is when you use another person's works, sentences, written content or ideas and try to present that content as your own ideas. Plagiarism does not apply to short quotes taken from some work and which are cited to the original source. If we use such source, we must quote it in the same form, enclose it in quotation marks and cite the source. If a person directly uses the work of others in his or her own name, it will be considered plagiarism which

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main Characteristics of imaginative writing is that It has a beginning, a middle and an ending.

Through imaginative writing, we can gain insight into our emotions, develop self-expression and communication skills, cultivate empathy and understanding of others, and boost our imagination and creativity. When the mind becomes creative, the person can stimulate his brain and he can "think outside the box". The reader will be better suited to discovering alternative solutions to problems and look at issues from different angles. Imaginative writing is important as it has been shown to improve emotional and mental well-being. Through imaginative writing, we can gain insight into our emotions, develop the ability to express our ideas and improve our communication skills, this will enable us to understand others. Is imaginative writing creative writing.

(g) Reflective: Reflective writing is common in areas like Health care and Social care or even in the field of teaching. The mode of reflection writing is presenting a structured process which is helpful in providing personal and situational analysis opportunities leading to improvement. Reflective writing is a concept that stresses the awareness of one's own self. The person may also consider his own past experiences and beliefs. It includes components like description, interpretation, evaluation etc. The writer of reflective mode tries to make connections between theory, practice and learning. Reflective writing should include essential details, written directly and concisely.

Clear examples are very useful. Reflective writing is used in an academic setting to examine your response to a new experience or piece of writing.

Reflective writing can also be analytical when applied to critical thinking or processing used in research.

6. Process of Writing

Writing skills don't just include the physical act of writing. Skills like research planning and outlining, editing, revising, spelling and grammar, and organization are critical components of the writing process. In the process of writing many steps are involved.

(a) Research: Before we begin with the process of writing, research is necessary to understand, how to begin. You might need to clarify facts, obtain quotes from other experts, or learn news in the area that has just been released. Even statistics have to be researched to support your writing. Writing can be very

fun. But it is also more than just putting words on paper. There are many times when research is needed in your writing. The more you research even the topics you are knowledgeable in, the more you enhance your knowledge and support your words. Research is important whether you are writing a novel, research paper, or any other form.

Research can be done to develop a topic, develop background information, take decision on how to locate information, try to evaluate and examine the information before you begin your writing work. Research skills are a vital part of the writing process because they enable writers to find information and create an outline for their writing project. When you engage in research before you begin, you achieve a basic understanding before delving deeper. If you start writing without having done adequate research, it will almost certainly show in your written work will lack of quality.

(b) Prewriting : In the pre-writing stage you plan and prepare your writing. This is also the stage where you research your topic and look for relevant sources. Early in the pre-writing stage you should give thought to the subject and purpose of your assignment. The prewriting requirements are Critical Reading, considering Critical Thinking, Brainstorming, preparing Outline and finally Organizing Your Thoughts. Prewriting is like a small child, learning to hold a pencil, before actually beginning to write. The child will slowly learn to draw, copy or even to colour. Same is the process for a writer who will conduct prewriting task. Prewriting is the first stage of the writing process. It is important because it helps writers generate ideas for their eventual written pieces. Prewriting helps writers lay a solid foundation for their work, centering a piece's focus and organizing the order of things.

The pre-writing stage consists of all the work that is done before actual text production takes place. At this stage you identify what you will write about as well as how you will write about it. Once you have an idea of the task at hand, you can start preparing for your writing. Pre-writing activities often involve reading, experimenting, and data collection. These activities differ depending on what type of text you will write and in what discipline you write.

(c) Outlining and Planning : Outlining is a tool we use in the writing process to help organize our ideas, visualize our paper's potential structure, and to further flesh out and develop points. It allows the writer to understand how he or she will connect information to support his ideas when he will start writing. You should

always outline your work because without an outline, you have no idea where to take your story. Outline planning is an act to find out at an early stage, whether the proposed writing is justifiable before its actual existence. Outlines help you organize your thoughts. An outline helps you organize your ideas about your topic ahead of time, so that when you sit down to write, you know what to work on.

Hence, VA writing assignment has three stages: planning, writing a draft, and editing the draft. There are many ways to plan. Outlining is a common strategy. Outlining allows you to organize your ideas and ensures you have satisfied assignment requirements. Writing with an outline simplifies the writing process and helps you succeed.

(d) Drafting : Drafting is the stage of the writing process in which you develop a complete first version of a piece of writing. A first draft is a preliminary attempt to get ideas down on paper. A draft is a complete version of a piece of writing, but it is not the final version. The step in the writing process after drafting, as you may remember, is revising. During revising, you will have the opportunity to make changes to your first draft before you put the finishing touches on it during the editing and proofreading stages. A first draft gives you a working version that you can later improve. Making an outline before you start to write has the same advantage as writing down your article as soon as you have one. It forces you to think about the best possible order for what you want to say and to think through your line of thought before you have to write sentences and paragraphs. As you write your rough draft, your ideas will develop, so it is helpful to accept the messy process of drafting.

(e) Revising : Revision means to "see again," to look at something from a fresh, critical perspective. While revising, the person will rearrange words, sentences, or paragraphs into a clear and logical order. Take out or add parts. More research is needed if the writer thinks he should. Replace overused or unclear words. Revising your own work is an act of fixing errors. Revision happens before editing. Revision is often defined as the last stage in the writing process. It comes after prewriting and writing process. Hence Revision is the process of reviewing your rough draft and making changes to organization and development that move you closer to a final draft. It is a process that checks for readability, logic, and clarity.

It is a process that includes evaluating, adding, deleting, replacing, and moving items in your paper. When you revise, you take a second look at your ideas. You

might add, cut, move, or change information in order to make your ideas clearer, more accurate, more interesting, or more convincing.

(f) Editing and Proofreading: When you edit, you take a second look at how you expressed your ideas. You add or change words. You fix any problems in grammar, punctuation, and sentence structure. You improve your writing style. You make your essay into a polished, mature piece of writing, the end product of your best efforts. Editing and proofreading are essential parts of writing process. They help with the effectiveness of our writing content and helps to establish our ideas. Editing requires to reread the draft to check for more important issues. When we do proofreading, we are focusing on finding mistakes in writing, in grammar and English in the work.

Editing is a very important task. It is also a skill to learn. It focuses on the things like, whether a clear introduction and conclusions are needed, how is the structure of the paragraph, is the main idea presented clearly, is the writing work having clarity, check for repetition of words, check the correct use of technical terms. Because editing focuses on problems that are particular to an individual writer.

Proof reading is observing the work with a focused eye to find the errors and make the necessary revision to improve the manuscript. It requires systematic approach. It will help you with the use of language and writing style and the mistakes in it. Proofreading, the final stage, focuses on the final correction part. The final draft has been corrected, but sometimes, because of computer error, fatigue, carelessness, or oversight, mistakes are still present. It is important to go through the paper one last time to catch these random mistakes.

(g) Finalizing the draft: When you have finished making changes to your draft Document, you can Finalize the Document to make it available to users to complete. During drafting, the writer puts his ideas into complete thoughts, such as sentences and paragraphs. The writer organizes his ideas in a way that allows the reader to understand his message. He does this by focusing on which ideas or topics to include in the piece of writing. Draft is in the final stage after editing and proofreading. It is almost a complete first version of a piece of writing. Writing the first draft is the act of expressing your ideas. Once when the initial draft is ready, one should search for missing details or mistakes. After completing the first draft, improve the draft by evaluating every word, sentence and paragraph with the aim

of giving the content the best form. Re-drafting is the process to check for omissions, necessary points, make sentences proper, relevant and clearer, check the grammar, correct spellings and punctuations, check the sequence of the sentences.

After that, the process of preparing final draft will begin. Keep revising the final draft till you are satisfied with the final output. The final draft is what you submit as your completed paper. By the time you write the final draft, your writing should look polished.

(h) Publishing: Publishing is the final process of taking your work to publication. It is the only way to earn money or to find readership. If the work is not published it will never reach anyone and no one will ever see your work. The publishing process comprises of acquisitions, editing, structural editing, content editing, technical editing, proofreading, printing and later on focusing on marketing and publicity. Publishing refers to sharing the final copy of your writing. Publishing comes in many different forms depending on the purpose and audience for your writing. It is an important process in the entire process of writing because only publishing a writer will get the opportunity to let his work reach audience. If a reader, he will receive feedback, and that will contribute to his satisfaction and allow him to develop and at the same time allow him to earn money.

On the other hand, it is due to publishing that people get great work of art. It helps students to connect with great teachers, writers and researchers and it enables them to have new opportunities and helps in further studies.

7. Types of Writing

There are many types of writing. The writer may express his ideas in words and the words take different forms.

(a) Essay Writing: An essay is a piece of writing that is written to convince someone of something or to simply inform the reader about a particular topic. An essay is a focused piece of writing designed to inform or persuade. There are many different types of essay, but they are often defined in four categories: argumentative, expository, narrative, and descriptive essays. Essays commonly contain the following: your point of view, supported by ideas, arguments and evidence. An essay has three basic components - introduction, body and conclusion. Essays are shorter pieces of writing that often require the student to hone a number of skills such as close reading, analysis, comparison and contrast, persuasion, conciseness, clarity, and exposition.

(b) **Academic Writing** : Academic writing is the writing done for academic purposes. Academic writing is the formal writing style used in colleges and universities. The students are supposed to write academic essay that normally includes a formal tone while writing. The writing in academic form is not a light hearted or a kind of conversation. Even the choice of language should be such that it clearly conveys the meaning of the content. The academic writing is organized logically and it includes some secondary research sources. There are many types of academic writing like essays, theses and dissertations, research proposals, research papers, literature reviews etc. The academic writing follows a given outline that includes, introduction, position, findings, challenge, and conclusion.

(c) **Creative Writing** : Creative writing is an artistic way of writing. It is the form in which the writer uses his imagination to bring the best in him. It offers the writers a platform to express themselves by writing poetry, songs, lyrics, diaries, plays, screenplays, personal essays. The writer writes to entertain or to persuade the readers. It involves one's imagination and gives immense opportunities for self expression. Hence we can say that creative writing is a form that goes beyond traditional writing, it allows the writers to express thoughts, emotions and ideas through the power of words.

It will allow you to develop your own unique voice and share your perspective without limitations, expressing how you feel about the worlds inside and outside of your head. Creative writing can be used for entertainment, informative, or persuasive purposes. This type of writing can also be used to convey an emotion. One of the most popular forms of creative writing, novels are works of fiction that encourage you to imaginatively use storytelling to communicate with the reader.

(d) **Business Writing** : Business writing is a professional communication. It is a type of writing that is used in a professional setting. It conveys meaningful and relevant information to the reader in a clear, concise and effective manner. There are many type of business writing like reports, memos, emails and notices. There are four type of business writings, they are, instructional, informational, persuasive and transactional. Good business writing is developed following an optimal writing process that first defines the reader and purpose, then subsequently provides the information that the defined reader needs. Business writing offers step-by-step information or instructions on how to do something.

Instructional business writing aims to ensure the reader knows how to do something correctly and efficiently. Business writing needs clear and concise communication in professional life. It is used for communicating with colleagues, seniors, partners and business contacts or clients. Business writing plays a vital role in big organizations where clear and precise communication is essential. The message is also fact based and clearly stated.

(e) Media Writing: Media writing is the process of writing content for mass publication through particular media outlets. This may include newspapers, magazines, popular websites, blogs, social media and other publications. Different types of media writing include news writing, feature writing, review writing, column writing, content writing etc. Media writing is done for three major purposes. They are - to inform, to entertain and to persuade. Media writing is meant for large audiences and in this kind of writing, the subject matter is important but at the same time, the way in which it is written is also equally important. Media writing often includes steps like initial research before writing, use of appropriate language as per the need of the media, positive tone, short and simple style of writing, use of images and videos. Writing for media is a vital skill for anyone dealing with communication.

(f) Resume Writing: A resume is a summary of your work profile, combined with your most recent achievements and skills. A well-written resume is a one-to-two-page document that states your relevant skills and work experience. Your resume puts forward your most important skills and accomplishments to inform the HR manager that you are the right candidate for the role. Writing a strong resume typically requires planning and understanding what the hiring manager is looking for, as it can be difficult to detail every single aspect of your work experience within one or two pages. A resume has a definite structure that includes name and contact details, career objectives, educational qualifications, skills, professional experience, achievements, training and certificates, interests and hobbies. There are different types of resumes:

(1) A standard resume lists your work experience in reverse chronological order. It focuses on your work history. It highlights your career achievements, makes the skills and experience clearly and quickly visible.

(2) A skill-based resume demonstrates your skills applicable for the job. It focuses more on the abilities and less on your work experience or education. It acts as a more appropriate option for entry-level candidates.

(3) A combination resume is a blend of a standard and skill based resume.

It focuses on the relevant skills and brings the same to the forefront and helps the recruiter to understand how the candidate can use the skills to improve the company. It also highlights long term positions of the candidates.

(g) Statement of Purpose (SoP) : SoP, or Statement of Purpose, is a long piece of writing that is required by international colleges (and currently by some Indian universities) as part of the application process. The Statement of Purpose (SoP) is a document that students prepare to demonstrate why they are applying to a specific course at a specific university. SoP aims to comprehend a candidate's background, reasons for choosing a particular career route, and objectives. This essay gives a general overview of your past actions, current activities, and future plans. A Statement of Purpose (SoP) format is similar to an essay typically written in exact paragraphs. Typically, the SOP is two pages long, single-spaced, written in 11-point typefaces, and broken up into five to eight paragraphs. Your overall narrative should be organized logically and coherently, with each paragraph addressing a particular topic or theme connected to your academic and professional ambitions.

Your background, motivation to pursue the course, and brief short-term career goals should all be covered in the first paragraph of your SOP. The following paragraphs should go into greater detail regarding your academic and research experience, extracurricular activities, and other noteworthy experiences or accomplishments. You should highlight your qualifications for the program you are applying for and restate your main points at the conclusion.

(h) Legal Writing : Legal writing is the type of writing used for documents that relate to legal matters. This includes briefs, contracts, memorandums, motions, and more. Legal writing uses a specific way of writing. Use of short sentences for expressing complicated or lengthy thoughts, use of active voice verbs, remove unnecessary repetitions by using legal technical terms, use of everyday accepted language is commonly found. Legal writing is an art which needs knowledge of Law. In short, legal writing is a type of writing which is commonly used by lawyers, judges and other people in legal profession to provide legal information and arguments. It is more formal and technical than other types of writing.

Knowledge of legal concepts and terminology is must. Legal writing can take different styles and forms but the focus is on having communication between

parties such as writing briefs, memoranda, legal opinion and letters to clients. Effective legal writing requires not only a strong understanding of the law but also excellent writing skills. Legal writers have the skills to present their language in a clear manner. Sometimes, legal writings carry special meanings and so the presentation cannot be altered or modified or the meaning will change.

(i) **Dialogue Writing** : Dialogue writing is communication between two people. A dialogue can be any topic, it can be a casual topic, a serious talk, social media problem, discussion or a plan or any other topic. Dialogue writing is an art and it gives a lot of creative scope to the person writing the dialogue. It is a written form of conversation between two people. Dialogues are often used in stories and the addition of dialogues makes simple narrative more interesting. It will leave a long term impact on the minds of audience or the readers. Dialogue writing needs good skills of writing as dialogues are written using correct punctuation marks and good vocabulary. Short dialogues are more appealing to the readers.

Certain things are important for the writer to take care of, while writing dialogues like, use of proper tenses, simple English, use of proper punctuation marks, proper distribution of lines among two or more people and careful presentation of words and brackets to indicate certain things, if needed. Dialogue normally includes verbal and non verbal expressions of the characters.

(j) **Administrative Writing** : Administrative writing is a formal written document which is used to pass on messages. It includes memo, report, circular letter, minutes on meetings etc. Strong writing skills are required for administrative writing. Good grammar is must. Strong writing skills and speed are required many a times, minutes during the office meetings are to be taken down. Some administrative writings have specific format and style that should be acquired by the writer of such communication. For example, while writing an administrative letter a person writing should be aware of the parts to be included in it, like, cover letter header, greeting or salutation, cover letter intro., middle paragraph, ending paragraph, call to actions.

Nowadays E-communication is essential and so the format of writing such communication should be understood. Also, the reader should get the point of the writer, the written material or report or any other form should be constructed accurately by making use of convincing sentences, correct style, tone and format should be used.

1. Presentation.
2. Meaning and Importance
3. Need of Presentation
4. Basics of Presentation
5. Structure of Presentation
6. Use of Visual Aids in Presentation
7. Components of Effective Presentation
8. Use of Non-verbal Communication in Presentation
9. Types of Presentation
10. Multiple Choice Questions

1. રજૂઆત : અર્થ અને મહત્વ
2. રજૂઆતની જરૂરિયાત
3. રજૂઆતની મૂળભૂત બાબતો
4. રજૂઆતનું માળખું
5. રજૂઆતમાં દ્રશ્ય સાધનોનો ઉપયોગ
6. અસરકારક રજૂઆતના ઘટકો
7. રજૂઆતમાં બિન-મૌખિક સંચારનો ઉપયોગ
8. રજૂઆતના પ્રકાર

1. Presentation: Meaning and Importance

1. Introduction :

A presentation is an introductory lecture or speech, normally used to inform. A good presentation can inspire, persuade, motivate and create goodwill. It is very useful in presenting new ideas or introducing a new product. A presentation is an effective mean in business and commerce to express your thought process to the clients. A well planned, perfectly prepared and excellently presented presentation will help to get your point across and connect with the people. It is an art to deliver a good presentation. Nowadays many tools are available to make your presentation impressive, but the basic plan in there in you mind, and finally it the way in which you give presentation that is mainly important.

2. Meaning of Presentation :

A presentation refers to the act of demonstrating, explaining, or sharing information, ideas or a topic to an audience using various visual and auditory aids.

It typically involves a speaker or presenter addressing an audience, whether in person or through digital means, with the aim of conveying a message, sharing knowledge, persuading, or informing.

3. Importance of Presentation :

Presentation is important for individual success and also for business success. Good presentation is important in a plenty of situations where your presentation and public speaking skills can help you to advance your career, get orders, show your progress report, convince others about your business plan etc. Nowadays, presentations are given online and offline. An effectively given presentation will help you to present your projects, plans and products to the target audience. Presentations are important even for job interviews. By your presentation you introduce yourself, you tell about your professional skills, give idea of your knowledge and work experience.

Considering all these, the interviewer will decide whether you are suitable candidate or not. If you do not give good presentation, the interviewer will only look at your certificates and will judge you accordingly. Your presentation adds to your value and help you to stand out from other candidates. Same is the case with business. In this competitive world, a good presentation can help you get recognition and improve your chances of getting work. Good presentations are always needed, as live communication will help to convey ideas and will catch the attention very easily.

(1) **Effective Communication** : Presentations are a primary means of communication in business, education, and many other fields. Good presentation skills help you articulate your thoughts, ideas, and data effectively, ensuring your message is understood by your audience.

(2) **Engagement** : An engaging presentation captures the audience's attention and maintains their interest throughout. When you present information in an engaging manner, you are more likely to connect with your audience on an emotional level, making your message memorable.

(3) **Influence and Persuasion** : Whether you're trying to persuade your colleagues, clients, or superiors, presentation skills are essential. A well-structured and persuasive presentation can help you sway opinions, gain buy-in, and achieve your goals.

(4) **Professionalism** : Strong presentation skills are often associated with professionalism. They demonstrate that you have taken the time to prepare and are committed to delivering a clear and organized message.

(5) **Confidence Building**: Developing presentation skills can boost your confidence, both in public speaking and in everyday interactions. As you become more proficient, you'll feel more self-assured in your ability to communicate effectively.

(6) **Career Advancement**: In many professions, the ability to present well is a valuable asset. It can open doors to new opportunities, lead to promotions, and enhance your career prospects.

(7) **Knowledge Sharing**: Presentations are an effective way to share knowledge, research findings, and best practices with colleagues, peers, or students. They facilitate the transfer of information and expertise within organizations and educational institutions.

(8) **Brand Image**: In business, how you present yourself and your ideas can significantly impact your company's brand image. A polished and professional presentation can enhance your organization's reputation and credibility.

(9) **Time Efficiency**: Well-structured presentations can convey information more efficiently than lengthy written documents or discussions. This can save time for both presenters and audiences.

(10) **Adaptability**: Presentation skills are versatile and can be applied in various settings, from formal boardroom presentations to informal team meetings and even personal interactions. Being a proficient presenter makes you adaptable in diverse situations.

(11) **Leadership**: Effective leaders often excel in presentation skills. They can inspire, motivate, and rally their teams through compelling presentations, fostering a sense of direction and purpose.

(12) **Global Reach**: In our interconnected world, presentations are not limited by geographic boundaries. Through online platforms, you can reach a global audience, making effective presentation skills even more valuable.

2. Need of Presentation

Presentations serve several important purposes in various contexts, including business, education, and communication. Here are some common reasons why presentations are needed:

(1) **Information Sharing**: Presentations are an effective way to share information, data, and knowledge with an audience. They allow you to convey complex ideas in a structured and comprehensible format.

(2) **Education** : In educational settings, presentations are used by teachers and students to deliver lessons, lectures, and research findings. They help in the dissemination of knowledge and the development of critical thinking skills.

(3) **Business Communication** : Presentations are a crucial tool in the business world. They are used for pitching ideas, presenting business plans, and sharing financial results. Effective presentations can help secure investments, win clients, and make important decisions.

(4) **Marketing and Sales** : Marketers and sales professionals use presentations to promote products or services. These presentations can be delivered in person, online, or through marketing materials to attract customers and drive sales.

(5) **Training and Development** : Companies use presentations for employee training and development. They can be used to introduce new policies, procedures, or software, ensuring that employees have a clear understanding of what is expected of them.

(6) **Conference and Seminars** : Conferences and seminars often feature presentations by experts in various fields. These presentations serve to inform and educate attendees about the latest research, trends, and developments in their respective industries.

(7) **Project Management** : Project managers use presentations to update stakeholders on project progress, milestones, and challenges. It helps keep all relevant parties informed and aligned.

(8) **Persuasion and Advocacy** : Presentations are a persuasive tool. They are used to advocate for a particular point of view, raise awareness about social issues, or influence public opinion.

(9) **Feedback and Evaluation** : Presentations can be a means of receiving feedback and evaluation. For example, students may present their research projects to professors for assessment, or employees may present their performance to supervisors during annual reviews.

(10) **Visualization** : Visual aids like charts, graphs, and images can enhance the understanding of complex information. Presentations provide a platform to use these visuals effectively.

(11) **Motivation and Inspiration** : Presentations can inspire and motivate individuals or teams by highlighting goals, achievements, and the path to success.

(12) **Record Keeping** : Some presentations are created for documentation purposes, such as meeting minutes or project reports, ensuring that important information is preserved for future reference.

8. Types of Presentation

Presentations are typically demonstrations, introduction, lecture, or speech meant to inform. A presentation is a form of communication in which a speaker delivers information to an audience. Developing strong presentation skills is important because presentations are vital to professional communication. Let us understand the following types of presentations:

(a) Informative Presentation : Informative presentations serve to present specific information for specific audiences for specific goals or functions. Here, the presenter is generally trying to talk about people, events, processes or things. Here the main intention is to inform and it may happen that the effect of the presentation is such that the person in audience will self- persuade himself. The presenter would analyze the audience, select appropriate language, provide details about his topic and try to create interest in the subject material. Before the presentation, the informative presenter will plan his information, have clear idea of what he wants to achieve and guide the presentation with the intention to communicate the purpose and expectations to the audience.

A lesson taught by a teacher in a class is an example of informative presentation. A store in charge explains to his sales staff, how to deal with the customers and provides guidelines about a new product, is an example of informative presentation.

(b) Persuasive Presentation : Persuasion is an act or process of presenting arguments to move, motivate, or change the mind of your audience. Persuasive presentation aims to change the attitudes and beliefs of the audience. It is obvious that your audience will have their own personal bias when they come to attend the presentation. The goal of the presenter is to get them to understand and consent to what is presented. In order to have the presentation persuasive, the presenter should get the attention of the audience, identify their needs, answer their queries or address their needs, present a justifiable solution to them and let your audience take action.

The persuasive message will help the audience to take action. A good example of persuasive presentation is, a sales executive explains to the customer to buy an Indian product for the benefits, guarantee and trust.

(c) Demonstrative Presentation : A demonstrative presentation is meant to show the audience how to complete a specific task. This kind of presentation can vary in length as per the audience and as per the need of the product or subject. The presentation is given in various steps, methodically so that the audience can follow the steps easily. Choice of topic and according planning of the presentation is important. The presenter will select the topic that will be best explained in the given time. Also, the scope of such presentation is determined. Choice of audience and understanding the interest of audience is equally important.

A demonstration presentation is educational or promotional presentation that explains a process, activity or product. It walks the audience through the keys points so that, after the presentation, they can repeat the process or activity or know how to use the product. For example, the presentation on "How to make flowers from various folded papers" is a demonstrative presentation.

(d) Motivational Presentation : A motivational speech appeals to the emotions of the person. It is a public speech that normally encourages or inspires the audience. They would willingly accept the ideas presented and sometimes, it would change the course of their lives. The purpose is stated very clearly in this kind of presentation. It can have a personal story or an example presented in a direct manner. It is presented to a specific audience. Motivational speeches have the intention to encourage, to inspire, to develop the listener. It will give a new path to the life of the listener. The listener will feel more peaceful and confident about self and will seriously consider some changes in life.

A motivational presentation is prepared by the person who determines the purpose of his speech initially. For example, the presentation on, "Value of stressfree mindset in today's world" is an example of motivational presentation.

(e) Social Presentation : A social presentation is between whom there is an established pattern of interaction. It is a presentation meant for any collection of people who are brought into human relationships with one another. When such presentation is done, the presenter focuses upon common object of attention for the people who are stimulating to each other and who have common thoughts and participate in group activities. The presentation should have a feel of unity and integration of a group, emotional interaction, in a small or big group which is dynamic group where the members who belong may keep changing or may have stability.

A social media presentation is a visual document that shows how social media can be used to achieve specific goals or objectives. Social Media is an array of internet-based platforms, which promotes the sharing of information. Some of the most common types of social media are websites and applications focused to social bookmarking, social creation, social networking and Wikipedia.

(f) Academic Presentation : An academic presentation is a situation that has a group of people who share information for the purpose of education. Such presentations are informative, descriptive or persuasive. There are three important steps for academic presentations, plan, prepare and present. A presenter should have some knowledge to deal with the subject. He should examine each step carefully and put efforts to present the subject.

The goal of academic presentation is to present results of your research and support your work. It is very necessary to make academic presentation interesting because one can go to sleep and feel bored if it goes on without any special efforts on the part of the presenter. The presenter should use less text and add some visuals, he should avoid the temptation to have lot of words in order to inform the audience. Information overload should be avoided. It is very necessary to know the literary background of the audience. For example, giving a presentation in a University about the value of current education policy, is an academic presentation.

(g) Business Presentation : A business presentation is normally about company's plan, products, sales, expansions of plants etc. Some of the common examples of Business Presentations are Project Proposals, Marketing policy Presentations. A business presentation uses public speaking and visual materials to communicate important information to a group of professionals, such as co-workers, supervisors, managers and investors.

Business Presentations are information sharing presentations and have technically important details and financial information or plan is also included. Budget requirements, Marketing for a new product, reasons for decline in sales, are some of the topics which are found in such presentation. It is usually carried out using audio-visual materials, such as projectors, documents, presentation software, whiteboards, charts, and more.

Multiple Choice Questions

- Select the correct option from the given options.
- (1) Which of the following is not a component of writing skills in English ?
(a) Punctuations (b) Vocabulary
(c) Reading comprehensions (d) Organization and structure
 - (2) Which of the following is the correct sentence grammatically ?
(a) He doesn't like studies.
(b) She dance good and practice for last 2 years.
(c) They are going to a markets.
(d) You doesn't work hard.
 - (3) Which of the following sentences demonstrates good organization and structure ?
(a) First, I went to the mall. Then, I went home and ate dinner.
(b) I went to the mall, ate dinner, and then I went home.
(c) Went to the mall, I did. Home and ate dinner, I went.
(d) I went to the mall , and then I went home. After that, I ate dinner.
 - (4) Which word would best replace the underlined word to improve word choice in the sentence: " She was immensely scared to go alone at night"
(a) powerfully (b) uselessly (c) extremely (d) rigorously
 - (5) Which of the following is not a common purpose of writing in English ?
(a) To persuade (b) To listen (c) To entertain (d) To inform
 - (6) Which of the following is an example of creative writing ?
(a) A news article reporting on the visit of a celebrity.
(b) An essay on raising concern on global warming.
(c) A short story about an adventure in a fairy land.
(d) A research paper on increasing inflation in the country.
 - (7) Which of the following is an example of writing for the purpose of persuading?
(a) A television show based report on cooking recipe.
(b) A letter to the editor expressing concern on lack of cleanliness.
(c) A novel chapter about the uses of mobile phone.
(d) A factory visit report on the employees activities.
 - (8) Which of the following is an example of writing for the purpose of informing?
(a) A travel brochure promoting a foreign country visit.
(b) A story about adventures of small boys in jungle.
(c) A strong speech on fighting back crimes in the city.
(d) A research paper on the new research done by scientists in the country.

- (9) Which step of the writing process focuses on brainstorming ideas and arranging them in proper manner ?
(a) Pre-writing (b) Drafting (c) Revising (d) Editing
- (10) Which kind of writing describes a person, place or event in detail ?
(a) Narrative (b) Informative (c) Descriptive (d) Reflective
- (11) In the drafting stage of the process of writing, the writer -
(a) Gives finishing touches and polishes his writing work
(b) Writes the initial version of the article and focusses on the content
(c) Shares the article with the readers to get feedback
(d) Corrects the mistakes of grammar and punctuations.
- (12) In the process of writing, the process of improving clarity and effectiveness is -
(a) Drafting (b) Pre-writing (c) Proofreading (d) Revising
- (13) When a writing work is published, a writer intends to -
(a) Make some revisions and edit his work
(b) Focus on the task of proofreading (c) Shares his writing with others
(d) Gives his writing for structural changes
- (14) By following which step, the writer finalizes his writing and makes it available to others ?
(a) Pre-writing (b) Drafting (c) Revising (d) Publishing
- (15) Which type of writing focuses on telling a story, with many characters, plot and setting ?
(a) Persuasive (b) Narrative (c) Analytical (d) Argumentative
- (16) When a writer tries to convince the reader to accept a particular opinion or follow a specific path, his style of writing is -
(a) Descriptive (b) Persuasive (c) Narrative (d) Analytical
- (17) The principle that emphasizes the use of precise language is the principle of -
(a) Clarity (b) Complexity (c) Concision (d) Coherence
- (18) Which is the principle of good writing that tries to eliminate unnecessary and redundant words to make the writing more effective ?
(a) Complexity (b) Coherence (c) Clarity (d) Concision
- (19) Which is the principal of good writing that focuses on the presentation of ideas that should be in order and presented logically ?
(a) Clarity (b) Complexity (c) Concision (d) Coherence
- (20) Which punctuation mark is used to indicate the end of a declarative or imperative sentence ?
(a) Period (.) (b) Comma (,)
(c) Question mark (?) (d) Exclamation mark (!)
- (21) Which punctuation mark do we use when we want to indicate a pause in a sentence ?
(a) Period (.) (b) Comma (,)
(c) Question mark (?) (d) Exclamation mark (!)

- (22) When we want to indicate about possession of a person, which punctuation mark do we use ?
(a) Period (.) (b) Comma (,)
(c) Apostrophe (') (d) Colon (:)
- (23) When we want to separate two independent clauses in a sentence, which punctuation mark is used ?
(a) Period (.) (b) Comma (,)
(c) Semi colon (;) (d) Question mark (?)
- (24) Which punctuation mark do we use when we list many things in a sentence and want to separate them for proper understanding ?
(a) Period (.) (b) Comma (,)
(c) Exclamation mark (!) (d) Colon (:)
- (25) Which punctuation mark do we use when we want to express our feelings by showing strong emotions ?
(a) Period (.) (b) Comma (,)
(c) Exclamation mark (!) (d) Colon (:)
- (26) When a writer wants the reader to get information about a particular subject which type of writing would he prefer ?
(a) Descriptive writing (b) Narrative writing
(c) Persuasive writing (d) Expository writing
- (27) When the aim of the writer is to provide entertainment by storytelling which type of writing would he prefer ?
(a) Descriptive writing (b) Narrative writing
(c) Persuasive writing (d) Expository writing
- (28) When a writer wants his reader to accept a particular viewpoint, which type of writing would he use ?
(a) Descriptive writing (b) Narrative writing
(c) Persuasive writing (d) Expository writing
- (29) When the intention of the writer is to provide information about a person or a place, which type of writing would he choose ?
(a) Descriptive writing (b) Narrative writing
(c) Persuasive writing (d) Expository writing
- (30) Which type of writing is used to express personal feelings on a given subject or any experience ?
(a) Descriptive writing (b) Narrative writing
(c) Persuasive writing (d) Reflective writing
- (31) Dash punctuation mark (_) helps -
(a) to separate two words in a sentence
(b) to show variety of words in a line
(c) to show some pause in a sentence
(d) to show wide range of words in a sentence

- (32) _____ helps the writer to establish an introduction and prepares a roadmap of his work in his mind
 (a) prewriting (b) proofreading (c) publishing (d) drafting
- (33) " I want you to bring the following material from home _____ , a book, a sharpener, a drawing book and a writing pad" Which punctuation will be used in the given blank ?
 (a) comma (b) colon (c) semi colon (d) slash
- (34) Which principle of good of writing helps the readers to clarify important points and makes message more powerful and engaging?
 (a) Factual (b) Emphasis (c) Sophistication (d) Correctness
- (35) In which stage of writing, the process of eliminating errors is done to check the accuracy and proper formatting of the work ?
 (a) Prewriting (b) Research (c) Proofreading (d) Publishing
- (36) When you attempt to avoid unethical representation in writing, without giving proper credit to someone else's words, which of the following do you follow -
 (a) Taking care of Brevity (b) Using Emphasis
 (c) Avoiding Plagiarism (d) Trying to be Factual
- (37) Which of the following refers to a written document about a person that mentions his or her goals, aspirations, academic progress, achievements and experience, needed for studying abroad?
 (a) Academic Writing (b) Business Writing
 (c) Administrative Writing (d) Statement of Purpose
- (38) "My writing space is always well (_____) organized". Which punctuation mark would you use in the given blank?
 (a) Full Stop (b) Comma (c) Hyphen (d) Slash
- (39) "You have option of selecting Hindi (_____) Gujarati as your language in your studies." Which punctuation mark would you use in the given blank?
 (a) Colon (b) Question Mark (c) Apostrophe (d) Slash
- (40) "Today I have a lot of work to do(_____) I need to go to college to attend lectures, attend extra-curricular classes, take part in sports event." Which punctuation mark would you use in the given blank?
 (a) Comma (b) Semi colon (c) Apostrophe (d) Slash

Answers

- | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|
| (1) c | (2) a | (3) b | (4) c | (5) b | (6) c | (7) b | (8) a |
| (9) a | (10) c | (11) b | (12) d | (13) c | (14) d | (15) b | (16) b |
| (17) a | (18) a | (19) d | (20) a | (21) b | (22) c | (23) c | (24) b |
| (25) c | (26) d | (27) b | (28) c | (29) a | (30) d | (31) c | (32) a |
| (33) b | (34) b | (35) c | (36) c | (37) d | (38) c | (39) d | (40) b |



Multiple Choice Questions

- **Select the correct option from the given options.**
- (1) When we consider the key elements in a well-structured presentation, which one of the following is not a key element -
(a) Introduction (b) Body (c) Conclusion (d) Grammar
 - (2) What is the main purpose of giving the introduction in a presentation?
(a) To give the summary of the main important points
(b) To capture the attention of the audience and then introduce the topic
(c) To provide a detailed analysis of the topic
(d) To conclude a presentation
 - (3) Which of the following is not desirable practice for giving a presentation ?
(a) To speak clearly and confidently
(b) To use animation and multimedia aids
(c) To read directly from the slides without paying attention to the audience.
(d) To establish eye contact with audience
 - (4) What is the purpose of the conclusion in a presentation ?
(a) To provide main summary of the presentation
(b) To attract the attention of the audience and introduce the topic
(c) To provide a detailed analysis of the subject
(d) To conclude the presentation with a call to action or closing remark
 - (5) Which of the following is not recommended for creating visual aids in a presentation ?
(a) Using bullet points (b) Using relevant images
(c) Using a variety of fonts (d) Using the text slide which is legible
 - (6) Which of the following component is used to visually represent data or information ?
(a) Introduction (b) Body (c) Visual aids (d) Conclusion
 - (7) Which component of a presentation has the main points of the presentation and also provided with the supporting data or details ?
(a) Introduction (b) Body (c) Visual aids (d) Conclusion
 - (8) How can facial expression contribute to non verbal communication in a presentation ?
(a) They can convey emotions and attitudes towards the topic
(b) They can provide visual support for the content
(c) They can provide visual support for the content
(d) They can assist in giving clear and concise message
 - (9) If a presenter has good body language, how will he benefit in a presentation?
(a) He can easily maintain eye contact with the audience.
(b) He can add visuals to his presentation
(c) He can provide multimedia tools to make presentation effective
(d) He can provide additional information through visual aids
 - (10) Which non verbal action can help a presenter in having a good rapport with the audience ?
(a) Maintaining a relaxed posture (b) Reading from slides only
(c) Sitting down on chair with arms crossed
(d) Speaking in a very slow voice.
 - (11) How can dress and appearance contribute to nonverbal communication in a presentation ?
(a) They can distract the audience from the content of the presentation.
(b) They can help establish credibility and professionalism.
(c) They can replace the need for visual aids.
(d) They can be used to showcase personal style and preferences.

- (12) When a presenter wishes to provide information and educate the audience, which type of presentation will he use ?
(a) Informative Presentation (b) Entertaining Presentation
(c) Motivational Presentation (d) Persuasive Presentation
- (13) The presenter wants to influence the minds of the audience and wants that the audience will adopt a particular viewpoint or take a specific action, which kind of presentation would he use ?
(a) Informative Presentation (b) Persuasive Presentation
(c) Entertaining Presentation (d) Motivational Presentation
- (14) The audience feel involved in a presentation in which storytelling and creative examples are added, which kind of presentation is it ?
(a) Informative Presentation (b) Persuasive Presentation
(c) Entertaining Presentation (d) Motivational Presentation
- (15) Which type of Presentation encourage personal development and growth ?
(a) Informative Presentation (b) Persuasive Presentation
(c) Entertaining Presentation (d) Motivational Presentation
- (16) Which type of a presentation will a business person use in order to provide his reports or proposals ?
(a) Informative Presentation (b) Persuasive Presentation
(c) Entertaining Presentation (d) Motivational Presentation
- (17) Which of the following is an example of an audio-visual aid in presentation ?
(a) Visual Charts (b) Eye Contact
(c) PowerPoint slides (d) Body language
- (18) How can audio-visual aids make the presentation effective ?
(a) They can provide additional support and content
(b) They can substitute for verbal communication
(c) They can entertain audience and make them relaxed
(d) They can make presentation more interactive
- (19) In which Presentation is step-by-step instructions are given through audio-visuals ?
(a) Charts and graphs (b) Videos
(c) Handouts (d) Body language
- (20) What should be done to make audio-visual aids more effective ?
(a) Using many coloured fonts for visuals
(b) Add too much text on the slides
(c) Check that the aids are relevant and support the main points
(d) Read directly from the slides without looking at audience
- (21) What is the benefit of having audio-visual aids in a presentation ?
(a) They can provide some change from the speaker's voice
(b) They help the audience to develop clear understanding in any kind of topic
(c) They can be used instead of verbal communication
(d) They can minimize the need for eye contact with the audience
- (22) How can facial expressions impact non verbal communication in a presentation ?
(a) They can provide visual support for the content
(b) They can help to organize the structure of the presentation
(c) They can demonstrate confidence and engagement
(d) They can help in conveying the message very fast
- (23) How is body language useful in non verbal communication in a presentation?
(a) It can help to maintain eye contact with the audience
(b) It can help to deliver clear and concise message

- (c) It can convey emotions and attitudes towards the topic
(d) It can provide visual support for the content.
- (24) Which of the following is an example of a visual aid in presentation?
(a) Background music (b) Handouts (c) Display boards (d) Hoardings
- (25) How can the use of space and movement contribute to non verbal communication in a presentation ?
(a) By standing still in one place throughout the presentation
(b) By moving around the stage or room to engage different sections of the audience
(c) By avoiding any movement to maintain a formal look
(d) By sitting down and giving the presentation in a relaxed manner.
- (26) What is the effect of dress and appearance to nonverbal communication in a presentation ?
(a) They can distract the audience from the content of the presentation
(b) They can help to establish professionalism
(c) They can be used to show personal style and etiquettes
(d) They can replace the need of audio-visual aids.
- (27) While giving presentation, how can the speaker control his non verbal communication to manage nervousness ?
(a) By avoiding eye contact with the audience
(b) By looking at slides and reading everything
(c) By maintaining a relaxed posture and steady breathing
(d) By wearing nice and expensive clothes
- (28) What is the contribution of facial expressions in non verbal communication ?
(a) They can provide visual support for the content
(b) They can help to focus on slides and main points
(c) They can demonstrate confidence and engagement
(d) They can assist in presenting ideas as per slides and pictures
- (29) What is the benefit of using visual aids in a presentation ?
(a) They can provide some relaxation to audience
(b) They can be used in place of verbal communication
(c) They can keep audience occupied so they do not ask questions
(d) They can make the presentation more appealing and engaging
- (30) Which of the following non verbal cues can show that the speaker is showing enthusiasm and interest in his presentation ?
(a) Constantly walking on the stage with great energy
(b) Speaking very loud and trying to avoid audience attention
(c) Gesturing with excitement and energy
(d) Having too many points and presenting with all the details
- (31) In a Presentation, without _____ the person who has given the presentation will not be able to make his presentation next time.
(a) Queries from the audience
(b) Virtual tools used during presentation
(c) Feedback received from audience
(d) Use of evidence and data in presentation
- (32) Which of the following shows good opening of the Presentation?
(a) Lead the audience to good research work
(b) Ask for the feed back of the audience
(c) Introduce the topic as per the level of audience
(d) Rehearse the topic and have good script

- (33) Which of the following is the visual aid in Presentation?
 (a) Screen Board (b) Rehearsing notes
 (c) Appearance of the presenter (d) Use of new strategy
- (34) Which of the following is not included in Paralanguage ?
 (a) Tone of voice (b) Facial expressions
 (c) Good speech (d) Gestures
- (35) How does body language contribute to effective communication?
 (a) It helps to memorize notes
 (b) It is useful at the time of formal meeting only
 (c) It boosts the profit of the organization
 (d) It helps to convey ideas with clarity and precision
- (36) What does time and space language mean?
 (a) Use of body language in communication
 (b) Use of verbal and non verbal cues for giving information
 (c) Use of novel structure of presentation
 (d) Use of technical vocabulary
- (37) Using communication to convey ideas by using visual aids or physical objects is -
 (a) Demonstrative presentation (b) Motivational presentation
 (c) Social presentation (d) Academic presentation
- (38) Which of the following is important when you close the presentation?
 (a) Present the main points as a summary
 (b) Ask the audience to take action to motivate them
 (c) Leave a positive impression on the audience
 (d) All of the above
- (39) When the presenter tries to reach out to the audience individually, he gets -
 (a) Thoughtful feedback (b) Honest opinions
 (c) Positive observations (d) All of the above
- (40) Establishing eye contact - refers to _____
 (a) Non verbal communication (b) Technical aspects of communication
 (c) Verbal communication (d) None of the above

Answers

- | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|
| (1) d | (2) b | (3) c | (4) a | (5) c | (6) c | (7) b | (8) a |
| (9) a | (10) a | (11) b | (12) a | (13) b | (14) c | (15) d | (16) a |
| (17) c | (18) a | (19) b | (20) c | (21) b | (22) c | (23) c | (24) b |
| (25) b | (26) b | (27) c | (28) c | (29) d | (30) c | (31) c | (32) c |
| (33) a | (34) c | (35) d | (36) b | (37) a | (38) d | (39) d | (40) a |

