

Unit III – EXERCISE 1

- Q. 1. What is a presentation? Explain various objectives of a presentation.
Q. 2. Explain various forms / types of Presentations.

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Presentation:

Presentation means to put forward information and ideas before the audience in a systematic manner for a predefined purpose with the help of visual aids.

Purpose / Objectives of Presentation:

1. To inform or educate
2. To persuade
3. To motivate or inspire
4. To entertain

Q. 2. Explain various forms / types of Presentations.

According to the purpose presentations are classified as:

1. Informative Presentations:

Informative presentations teach, demonstrate or instruct an audience on some topic or process such as policies and rules. These are also called ‘**tell**’ presentations.

2. Persuasive Presentations:

Persuasive Presentations are designed to persuade an audience to accept a belief or action. These are also called ‘**self**’ presentations.

3. Motivational Presentations:

Motivational presentations are designed to reassure the audience. These are also called ‘**join**’ presentations.

On the basis of audience profile presentations can be classified as:

4. Internal Presentations:

These presentations are made to internal audience. The audience consists of the employees or students and can be known or unknown to the presenter.

5. External Presentations:

These presentations are made to external audience. It consists of prospective clients, vendors or partners and are generally unknown to the presenter.

Based on the time available to prepare, presentations can be categorized as:

6. Impromptu Presentations:

These presentations are made without any planning or preparation.

7. Planned Presentations:

These Presentations are made with careful planning and preparation.

Based on the number of participants, presentations can be categorized as:

8. Individual Presentations:

An individual is responsible for preparation, research and delivery. He rightfully takes all the credit for the presentation.

9. Group Presentations:

In contrast, often involves more complicated tasks and therefore require more participants to make them.

10. Classroom Presentations:

Classroom presentations are prepared by the students to inculcate the basics for communication skills – listening, speaking, reading and writing. It helps the students to share their views with their classmates and also to expand their understanding. Classroom presentations help the students in building their confidence.