**PERSUASIVE SPEAKING- PART 1.    19L-1196 2E1**

**Q1. MCQs Marks=10  
           Time: 10 mins**

1. **A persuasive speech is the one whose goal is**

**ans(3)**

1. To please the audience
2. To influence the  attitudes ,beliefs
3. To convince the audience members to alter their attitudes, beliefs

**(2) Peripheral Route is**

**ans(3)**

1. Time consuming
2. Intense
3. Is a short cut that relies on simple cues

**(3) The ELM suggests when people form attitudes as a result of central processing**

**ans(2)**

1. They are likely to change their minds

2. They are less likely to change their minds

3. They  don’t  elaborate on the message

**(4)  A proposition is**

**ans(2)**

1. The goal of the speaker

2. Is the declarative sentence that indicates the speaker’s position on the topic.

3. The subject

**(5) A proposition of value is**

**ans(2)**

1. A position on something not known for certain
2. Is a statement designed to convince that something is fair, unfair, moral, immoral
3. Is a statement designed to convince that a certain action should be taken
4. **When your target audience is opposed**

**ans(2)**

1. Seek agreement
2. Seek incremental change
3. Seek action
4. **When your target audience is neutral**

ans(3)

1. You can’t be straightforward with the reasons

2. You can be straightforward with the reasons

               3. Attempt them to move only a small degree in your direction

**(8)  Logos is the term used**

**ans(1)**

1. To denote the logical reasoning used

2. When we have an emotional stake

3. To characterize appeals to credibility

**(9) When your speech aims to influence your audience members’ attitudes or beliefs**

**ans(3)**

1. You use emotional appeals

2. You provide motivation

3. You use rational reasoning

**(10) Problem solution pattern attempts**

**ans(1)**

1. To argue that a particular problem can be solved by implementing the     
                recommended solution

2. Attempts to prove that something has more value

3. Attempts to prove propositions