|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Which of the following statements is NOT true with respect to the oral research presentation?   |  |  |  | | --- | --- | --- | |  | a. | Many listeners may not be able to understand the technical aspects of the research. | |  | b. | A quality presentation can disguise poor research, to some extent. | |  | c. | Quality research can improve a poor presentation. | |  | d. | Many listeners may not be able to accurately judge the quality of the research. | |  | e. | Successful oral report preparation requires advanced knowledge of the audience. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of these statements are true except that quality research can improve a poor presentation. See 19-1: The Oral Research Presentation. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 10:32 AM | | *DATE MODIFIED:* | 7/31/2017 10:33 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. When preparing an oral/verbal presentation, the first task of the presenter should be to   |  |  |  | | --- | --- | --- | |  | a. | determine who will be in the audience. | |  | b. | develop graphical presentation aids. | |  | c. | decide on the organization of the presentation. | |  | d. | test the sound system where the presentation will take place. | |  | e. | write the verbal portion of the presentation. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | When preparing an oral/verbal presentation, the first task of the presenter should be to determine who will be in the audience. See 19-1: The Oral Research Presentation. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 10:34 AM | | *DATE MODIFIED:* | 7/31/2017 10:35 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. When preparing for an oral research report, it is important to know which of the following things about the audience?   |  |  |  | | --- | --- | --- | |  | a. | Their technical level of sophistication | |  | b. | Their involvement in the project | |  | c. | Their interest level in the research problem | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are important to know. See 19-1: The Oral Research Presentation. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 10:36 AM | | *DATE MODIFIED:* | 9/21/2017 11:33 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. The key considerations to preparing a successful oral report include   |  |  |  | | --- | --- | --- | |  | a. | advance knowledge of the audience. | |  | b. | determining how the report will be organized. | |  | c. | developing effective visual aids. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are important to know. See 19-1: The Oral Research Presentation. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 10:42 AM | | *DATE MODIFIED:* | 9/21/2017 11:33 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. The difference in the two most common forms of oral/verbal reports is the order in which the \_\_\_\_ are presented.   |  |  |  | | --- | --- | --- | |  | a. | purpose of the study and the conclusions | |  | b. | specific objectives and the purpose of the study | |  | c. | conclusions and the supporting evidence | |  | d. | supporting evidence and the specific objectives | |  | e. | purpose of the study and the specific objectives |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | The difference in the two most common forms of oral/verbal reports is the order in which the conclusions and the supporting evidence are presented. See 19-1: The Oral Research Presentation. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 10:44 AM | | *DATE MODIFIED:* | 7/31/2017 10:45 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. An oral report that includes a graphical presentation should be used   |  |  |  | | --- | --- | --- | |  | a. | as often as possible as it is the best method. | |  | b. | to interpret results. | |  | c. | to vividly present the research findings. | |  | d. | only if graphs serve the purpose better than text or tables. | |  | e. | All of these apply to oral reports with graphical presentations. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | An oral report that includes a graphical presentation should be used only if graphs serve the purpose better than text or tables. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 10:46 AM | | *DATE MODIFIED:* | 7/31/2017 10:47 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. Which statement does not accurately describe a good pie chart?   |  |  |  | | --- | --- | --- | |  | a. | It is particularly effective for depicting relative size or emphasizing static comparisons. | |  | b. | No more than six slices should be generated. | |  | c. | The division should start at the twelve o'clock position. | |  | d. | The sections should be arrayed clockwise in increasing order of magnitude. | |  | e. | Exact percentages should be provided for each segment. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All the statements describe a good pie chart except that the sections should be arrayed clockwise in increasing orders of magnitude. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 10:48 AM | | *DATE MODIFIED:* | 7/31/2017 10:49 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8. An analyst wishing to present the results of a study investigating the estimated total consumption of the product by social class should probably use a \_\_\_\_\_ chart.   |  |  |  | | --- | --- | --- | |  | a. | pie | |  | b. | line | |  | c. | stratum | |  | d. | bar | |  | e. | divided bar |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | A pie chart would be appropriate for this situation. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 10:50 AM | | *DATE MODIFIED:* | 7/31/2017 10:50 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9. You have been allotted 90 minutes to present the results of a research project. Your formal presentation should be planned to take a maximum of \_\_\_\_ minutes.   |  |  |  | | --- | --- | --- | |  | a. | 60 | |  | b. | 45 | |  | c. | 30 | |  | d. | 90 | |  | e. | 75 |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This would require a maximum of 45 minutes. See 19-1: The Oral Research Presentation. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.02 - Explain how the time allotted for an oral presentation should be organized. | | *DATE CREATED:* | 7/31/2017 10:53 AM | | *DATE MODIFIED:* | 7/31/2017 10:54 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. Pie charts are useful for   |  |  |  | | --- | --- | --- | |  | a. | illustrating time-series data. | |  | b. | emphasizing dynamic relationships between two or more variables. | |  | c. | depicting relative size. | |  | d. | illustrating trend relationships. | |  | e. | depicting the relative growth in magnitude of a variable over time. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Pie charts are useful for depicting relative size. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 10:55 AM | | *DATE MODIFIED:* | 7/31/2017 10:56 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11. Which of the following statements is FALSE about the use of charts in a research presentation?   |  |  |  | | --- | --- | --- | |  | a. | The pie chart is particularly effective in depicting relative size or emphasis in dynamic comparisons. | |  | b. | The line chart is a two-dimensional chart that is particularly useful in depicting dynamic relationships such as time-series fluctuations of one or more series. | |  | c. | The stratum chart is in some ways a dynamic pie chart in that it can be used to show relative emphasis by sector and how the relative emphasis is changing with time. | |  | d. | The stratum chart is essentially a set of line charts whose quantities are aggregated or a total that is disaggregated. | |  | e. | A pictogram is a variation of a bar chart. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All of the statements are true except that the pie chart is particularly effective in depicting relative size or emphasis in dynamic comparisons. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 10:57 AM | | *DATE MODIFIED:* | 7/31/2017 10:58 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. Your oral research presentation needs to illustrate the relative market share for the top four brands in a product category as of December 31, 2012. Which of the following visuals might best accomplish this goal?   |  |  |  | | --- | --- | --- | |  | a. | Line chart | |  | b. | Stacked-line chart | |  | c. | Two-scale vertical bar chart | |  | d. | Pie chart | |  | e. | Divided-bar chart |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | This would require a pie chart. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:00 AM | | *DATE MODIFIED:* | 7/31/2017 11:01 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 13. Which of the following statements is FALSE about the use of charts in a research presentation?   |  |  |  | | --- | --- | --- | |  | a. | Bar charts can only be single scale charts. | |  | b. | Pie charts and one-scale bar charts are used for similar purposes. | |  | c. | When the relationship being captured is the change in a variable through time, the vertical form of the bar chart is preferred with the x-axis as the time axis. | |  | d. | A pictogram is essentially a bar chart. | |  | e. | A stratum chart is equivalent to a divided bar chart. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All of the statements are true except that bar charts can only be single scale charts. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:02 AM | | *DATE MODIFIED:* | 7/31/2017 11:03 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 14. An analyst wishing to present the monthly fluctuations in coffee consumption over the past two years should probably use a \_\_\_\_\_ chart.   |  |  |  | | --- | --- | --- | |  | a. | grouped bar | |  | b. | pie | |  | c. | line | |  | d. | stratum | |  | e. | divided bar |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | A line chart would be appropriate. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:04 AM | | *DATE MODIFIED:* | 7/31/2017 11:05 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15. The best way to display a trend in a research presentation is through the use of a   |  |  |  | | --- | --- | --- | |  | a. | pie chart. | |  | b. | line chart. | |  | c. | pictograph. | |  | d. | bar chart. | |  | e. | histogram. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | The best way to display a trend in a research presentation is through the use of a line chart. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:06 AM | | *DATE MODIFIED:* | 7/31/2017 11:06 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16. The illustration of market share for the top brand in a product category for the previous twelve quarters could best be accomplished by use of a \_\_\_\_\_ chart.   |  |  |  | | --- | --- | --- | |  | a. | divided-bar | |  | b. | stacked-line | |  | c. | two-scale vertical bar | |  | d. | pie | |  | e. | line |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | The line chart would be the most appropriate. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:07 AM | | *DATE MODIFIED:* | 7/31/2017 11:08 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 17. An analyst wishing to compare the monthly consumption of ABC ice cream against the four other leading brands during the last three years should probably use a   |  |  |  | | --- | --- | --- | |  | a. | line chart. | |  | b. | pie chart. | |  | c. | bar chart. | |  | d. | pictogram. | |  | e. | stratum chart. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | This would require a stratum chart. See 19-2: Graphical Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:11 AM | | *DATE MODIFIED:* | 7/31/2017 11:12 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 18. A stratum chart is equivalent to a   |  |  |  | | --- | --- | --- | |  | a. | pictogram. | |  | b. | divided bar chart. | |  | c. | pie chart. | |  | d. | line chart. | |  | e. | bar chart. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | A stratum chart is equivalent to a divided bar chart. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:13 AM | | *DATE MODIFIED:* | 7/31/2017 11:14 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 19. In a stratum chart, the vertical distance between two lines represents the   |  |  |  | | --- | --- | --- | |  | a. | amount of the upper line variable. | |  | b. | amount of the lower line variable. | |  | c. | sum of the upper and lower line variables. | |  | d. | difference of the upper and lower line variables. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | In a stratum chart, the vertical distance between two lines represents the difference of the upper and lower line variables. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:15 AM | | *DATE MODIFIED:* | 7/31/2017 11:15 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 20. In a typical stratum chart, the X-axis represents \_\_\_\_, and the Y-axis represents \_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | values of the variables, relative change | |  | b. | time, values of the variables | |  | c. | percentage change, values of the variables | |  | d. | time, percentage change | |  | e. | values of the variables, time |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | The X-axis represents time, and the Y-axis represents values of the variables. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:17 AM | | *DATE MODIFIED:* | 7/31/2017 11:18 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 21. An analyst wishes to combine the information illustrated by six annual pie charts of market share for four categories of automobile manufacturers. Which of the following is the most appropriate chart for this purpose?   |  |  |  | | --- | --- | --- | |  | a. | Stacked line chart | |  | b. | One-scale bar chart | |  | c. | Histogram | |  | d. | Aggregate pie chart | |  | e. | Line chart |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | A stacked line chart would be appropriate. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:19 AM | | *DATE MODIFIED:* | 7/31/2017 11:20 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 22. One advantage of the one-scale bar chart over the pie chart is   |  |  |  | | --- | --- | --- | |  | a. | there is no advantage; both present the same information. | |  | b. | it is easier to understand. | |  | c. | it can be used to indicate magnitude of the variable categories. | |  | d. | it illustrates change over time. | |  | e. | it indicates relative percentages of the variable categories. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | One advantage of the one-scale bar chart over the pie chart is that it can be used to indicate the magnitude of the variable categories. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:21 AM | | *DATE MODIFIED:* | 7/31/2017 11:22 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 23. An analyst wishes to emphasize the magnitude (in dollars) of sales generated by each of three brands for the year ending December 31, 2012 as well as the relative sales of each brand. Which of the following is the most appropriate chart for this purpose?   |  |  |  | | --- | --- | --- | |  | a. | Stacked line chart | |  | b. | Aggregate pie chart | |  | c. | Histogram | |  | d. | One-scale bar chart | |  | e. | Line chart |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | A one-scale bar chart is appropriate. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:24 AM | | *DATE MODIFIED:* | 7/31/2017 11:24 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 24. A chart that uses symbols instead of a bar to indicate length is a variation of a bar chart called a   |  |  |  | | --- | --- | --- | |  | a. | hi-lo chart. | |  | b. | line chart. | |  | c. | stratum chart. | |  | d. | pie chart. | |  | e. | pictogram. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | A pictogram is a chart that uses symbols instead of a bar to indicate length is a variation of a bar chart. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:27 AM | | *DATE MODIFIED:* | 7/31/2017 11:28 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 25. Which type of bar chart is most useful to illustrate the change in two or more series through time?   |  |  |  | | --- | --- | --- | |  | a. | Stacked-bar chart | |  | b. | One-scale bar chart | |  | c. | Divided-bar chart | |  | d. | Two-scale bar chart | |  | e. | Grouped-bar chart |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | A grouped bar chart is most useful to illustrate the change in two or more series through time. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:29 AM | | *DATE MODIFIED:* | 7/31/2017 11:30 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 26. Which of the following is NOT one of the rules for delivering a good oral presentation?   |  |  |  | | --- | --- | --- | |  | a. | Know your stuff. | |  | b. | Honor the time limit set for the meeting. | |  | c. | Know your audience. | |  | d. | Wear formal business attire. | |  | e. | Scout the presentation room in advance and test the presentation software and systems. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are rules for delivering a good oral presentation except to wear formal business attire. See 19-1: The Oral Research Presentation. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 11:30 AM | | *DATE MODIFIED:* | 7/31/2017 11:31 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 27. When the variable you need to present contains more than about five or six levels, which type of graphic or chart should you avoid using to depict it?   |  |  |  | | --- | --- | --- | |  | a. | Stacked bar chart | |  | b. | Pie chart | |  | c. | Table | |  | d. | Stratum chart | |  | e. | Pictogram with different symbols for each level |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | A pie chat would be appropriate. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:32 AM | | *DATE MODIFIED:* | 7/31/2017 11:32 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28. Which of the following pairs of charts are used for similar purposes?   |  |  |  | | --- | --- | --- | |  | a. | Pie chart and one-scale bar chart | |  | b. | Line chart and two-scale bar chart | |  | c. | Stratum chart and divided bar chart | |  | d. | None of these are correct. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are true. See 19-2: Graphic Presentation of Results. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:33 AM | | *DATE MODIFIED:* | 9/21/2017 11:34 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 29. Pie charts are useful for illustrating trend relationships.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:36 AM | | *DATE MODIFIED:* | 7/31/2017 11:36 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 30. A stratum chart is equivalent to a line chart.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:37 AM | | *DATE MODIFIED:* | 7/31/2017 11:38 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 31. In general, it is better to have too little technical detail than too much in an oral report.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 11:38 AM | | *DATE MODIFIED:* | 7/31/2017 11:38 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 32. When presenting the oral research report, the conclusions should always be stated after the results have been presented.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | 19.01 | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 11:39 AM | | *DATE MODIFIED:* | 7/31/2017 11:40 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 33. The use of graphics (charts) never gets in the way of effective communication.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:41 AM | | *DATE MODIFIED:* | 7/31/2017 11:42 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34. Pie charts are effective for depicting relative size.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:42 AM | | *DATE MODIFIED:* | 7/31/2017 11:43 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 35. Using too many charts will dilute the value of the really important ones.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:44 AM | | *DATE MODIFIED:* | 7/31/2017 11:44 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 36. There is no risk of being led to the wrong conclusion when reading pictograms.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:45 AM | | *DATE MODIFIED:* | 7/31/2017 11:45 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 37. The main difference between the two popular forms of organizing an oral report are where the conclusions are introduced.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 11:46 AM | | *DATE MODIFIED:* | 7/31/2017 11:47 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 38. When giving the oral presentation, it is recommended to use no more than a quarter of the time for the formal presentation, saving the rest for questions and answers.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.02 - Explain how the time allotted for an oral presentation should be organized. | | *DATE CREATED:* | 7/31/2017 11:47 AM | | *DATE MODIFIED:* | 7/31/2017 11:48 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 39. Graphics should be used only to illustrate key findings and when they allow insights into data that might not be seen otherwise.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:49 AM | | *DATE MODIFIED:* | 7/31/2017 11:49 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 40. The bar chart serves in some ways as a dynamic pie chart.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:51 AM | | *DATE MODIFIED:* | 7/31/2017 11:51 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 41. Instead of using the length of the bar to capture quantity, a pictogram uses pictures or symbols.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.03 - List some of the different kinds of charts that can be used in presenting study results. | | *DATE CREATED:* | 7/31/2017 11:52 AM | | *DATE MODIFIED:* | 7/31/2017 11:52 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 42. Discuss the major considerations for preparing a successful oral report.   |  |  | | --- | --- | | *ANSWER:* | There are three primary considerations for preparing a successful oral report. The first is advance knowledge of the audience, the second is how the presentation will be organized (e.g., when conclusions will be introduced), and the third is what kind of visual aids need development to support the presentation. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 19.01 - Discuss two fundamental rules for making good oral presentations. | | *DATE CREATED:* | 7/31/2017 11:53 AM | | *DATE MODIFIED:* | 7/31/2017 11:54 AM | |