

Assessment

Influencing Others

First Edition

The objectives of this book are:

- To present basic strategies for achieving influence
- To show how to overcome resistance
- To explain the obstacles to influence

■ CRISP_{series}

Disclaimer: This assessment was written to test the reader on the content of the book. The publisher and author shall have neither liability nor responsibility to any person with respect to any loss or damage caused or alleged to be caused directly or indirectly by the assessment contained herein.

Assessment Questions for Influencing Others, First Edition

Select the best response.

1. The author uses the term persuasion to mean:
 - A. Manipulation
 - B. Influencing others
 - C. Physical force
 - D. Communication

2. If you know whether an audience is "for you" or "against you," you can determine a suitable persuasive strategy.
 - A. True
 - B. False

3. If your audience is actively unfriendly, you could try all but one of the following techniques. Which one?
 - A. Break the ice with humor.
 - B. Stress areas of agreement first.
 - C. Let them know that you are reasonable.
 - D. Emphasize your differences.
 - E. Work with experts who the group will respect.

4. In dealing with an unfriendly audience, you should focus on being careful and logical.
 - A. True
 - B. False

5. A neutral audience can be influenced best if you associate your issue with the values, feelings and concerns of the audience.
 - A. True
 - B. False

6. "Informative" speaking or writing can be a form of persuasive communication.
 - A. True
 - B. False

7. If your audience is already supportive, your job is to:
 - A. Engage their enthusiasm and set goals.
 - B. Point out the truths that you all believe.
 - C. Restate the issue.

8. If your audience contains people with totally different attitudes and understanding:
 - A. You will not be able to satisfy everyone.
 - B. You should work to satisfy everyone.
 - C. You will not be successful unless everyone is satisfied.

9. A friendly audience is already on your side and will not need persuasive communication.
 - A. True
 - B. False

10. Moving an unfriendly audience to indecision:
 - A. Leads to a dead-end
 - B. Is ineffective and only stalls for time
 - C. Works to your advantage

11. An active audience:
 - A. Can be actively unfriendly
 - B. Is always supportive

12. In trying to persuade an unfriendly audience, you should:
 - A. Avoid making any statement without supporting evidence
 - B. Emphasize your areas of disagreement
 - C. Not let them know you do not agree with them

13. It is always best to rely on statistics to influence an audience.
 - A. True
 - B. False

14. An audience of volunteers for a political campaign is most likely:
- A. Undecided
 - B. Supportive
 - C. Actively supportive
 - D. Mixed
15. When addressing a mixed audience:
- A. Recognize the need to influence each person in the audience.
 - B. Address different parts of the audience with different parts of your message.
 - C. Try to separate the groups so that you can give each group what they want to hear.
 - D. All of the above
16. Negative emotions lose their motivational value:
- A. If pushed too far
 - B. At all times
 - C. In most groups
17. Decisions and actions are based on:
- A. Beliefs
 - B. Attitudes
 - C. Values
 - D. All of the above
18. Providing sufficient information about a subject will bring any group to the conclusion you expect.
- A. True
 - B. False
19. Educating an audience about conflicts between their actions and their attitudes is a powerful motivator.
- A. True
 - B. False

20. Most people's attitudes are consistent with their values.
- A. True
 - B. False
21. A position may be formed based on:
- A. Personal values
 - B. Access to information
 - C. Feelings about others who hold similar or opposing positions
 - D. Any of the above
22. A communicator's most important asset is:
- A. An adequate supply of facts
 - B. A good appearance
 - C. A sense of humor
 - D. Credibility
23. With any audience, your most important strategy is to present the facts.
- A. True
 - B. False
24. The first step in selecting the appropriate strategies for persuading any audience is to:
- A. Choose specific strategies for the type of audience you will face
 - B. Determine specific causes for the attitudes, beliefs or values of your audience
 - C. Clearly specify your purpose in communicating
 - D. None of the above
25. If an audience is not persuaded, it may be because:
- A. The presentation of facts was unclear.
 - B. The communicator lacked credibility.
 - C. The audience was apathetic.
 - D. Any of the above

Answer Key for Influencing Others, First Edition

Recommended response (Corresponding workbook page)

1. B (3)	6. A (19)	11. A (15)	16. A (62)	21. D (44)
2. B (11)	7. A (30)	12. A (24)	17. D (49)	22. D (60)
3. D (23)	8. A (33)	13. B (27)	18. B (52)	23. B (52)
4. A (24)	9. B (16)	14. C (32)	19. A (61)	24. C (69)
5. A (26)	10. C (18)	15. B (33)	20. B (49)	25. D (53)