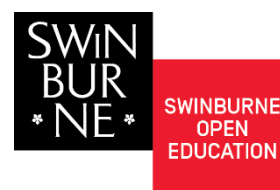# Articulate, present and debate ideas

Assessment 1 of 3

Short Answer Questions

Assessment Instructions

Task overview

This assessment task is divided into sixteen short answer questions. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

–   Access to learning content in LMS

Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

–   the processes for conducting the assessment (e.g. allowing additional time)
–   the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.

Please consider the environment before printing this assessment.

Question 1

Name four (4) ways individuals can prefer to receive information, depending on their learning preferences, and briefly explain each.

(Approximate word count: 20-50 words)

Assessor instructions: Students must list and describe the four (4) learning preferences.

A sample answer is provided below.

<div style="border:1px solid black">

- Visually – through diagrams, charts, shapes, graphs, patterns.
- Aurally – through listening, discussing
- Reading/writing – through reading articles and books, and writing activities
- Through doing (kinaesthetically) – need to be hands-on

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Question 2

You are presenting to your team about how to make a cup of tea. Briefly outline how you could present your information so that each of the learning preferences is catered for.

(Approximate word count: 20-50 words)

Assessor Instructions: Students must describe how the information would be presented to each of the learning styles.

A sample answer is provided below.

<div style="border:1px solid black">

- Visually – show them pictures of the process
- Aurally – tell them how to do it
- Reading/writing – give them a handout they can read
- Kinaesthetically – get them to do it themselves as you step them through the process

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Question 3

List the four (4) communication styles and briefly describe how each style prefers to receive and respond to communication.

(Approximate word count: 80-100 words)

Assessor instructions: Students must list and briefly describe the four (4) communication styles.

A sample answer is provided below.

Styles of communication	Receive communication	Respond to communication
Dominant	Like communication that is direct and to the point	There responses are also direct and to point they may come across as demanding as they are result focussed.
Intuitive	They don't like details they enjoy the 'big picture ' discussion.	They are passionate and enthusiastic in there responses but can miss minor details when responding.
Steady	Connection is important to them so they prefer to build rapport before communicating and discussing work.	Once they have made connections and build rapport they show interest and are good with there responses.
Conscientious	They are logical thinkers and like details, logoc and facts. They are very organised and like communication that includes logic and facts.	They prefer to be given time to respond to a situation.

Question 4

List three (3) factors that can influence the way we respond to communication.

Assessor instructions: Students must list three (3) factors from the list below that influence how we respond to communication.

A sample answer is provided below.

- Our current knowledge or experience about the subject
- Our biases
- The assumptions we make
- Our understanding of the language being used
- How we interpret the speaker's non-verbal language
- Our communication style
- Our learning preferences
- Our perceptions of the speaker
- Our culture

Question 5

You are trying to persuade your partner to go to a different holiday destination this year. You always go to the Gold Coast, but you want to try the Sunshine Coast instead. Your partner is being resistant, saying, 'But we always go to the Gold Coast, and we love it!'. What cognitive bias is your partner likely to be influenced by? Name the bias, briefly explain it and what you can do to overcome this.

(Approximate word count: 50 words)

Assessor instructions: Students must identify and explain the bias and briefly describe how they can overcome it.

A sample answer is provided below.

> The status quo bias influences my partner – people like it when things stay the same.
> I can overcome this by reinforcing the benefits of the Sunshine Coast, and why going there will be better.

Question 6

Name three (3) common methods of communication you would use in a workplace and outline the advantages and disadvantages of each.

(Approximate total word count: 150 words)

Assessor instructions: Students must name three (3) common methods for communication in the workplace out of the 5 (five) methods provided below and describe the advantages and disadvantages for each one of the chosen communication method in the list below.

A sample answer is provided below.

Communication method	Advantages	Disadvantages
Presentations/meetings: Face to face communication.	Advantages include being able to read body language, everyone gets the same information at the same time, there is the opportunity for questions and discussion, visual aids can be used (e.g., charts, images), feedback is immediate.	Disadvantages include the presenter's nerves may detract from the message, it can be time-consuming, not everyone may be able to attend, questions could derail the presentation if not handled well.
Emails	Advantages include emails are a quick way to get information out, there is a consistent message when sending information to a group, reaches a broad audience, there is a written record of discussions.	Disadvantages include people getting lots of emails, so it can be missed; difficult to judge tone (non-verbal) and easily misinterpreted, impersonal and feedback can be slow.
Reports	Advantages include lots of information can be presented, ability to draw on and present research and data, can be read at any time.	Disadvantages include people can be reluctant to read it (time constraint, effort), impersonal, slow to get feedback on content.

Telephone calls	Advantages include one-on-one communication, personal, tailored specifically to the other person, confidential	Disadvantages include: no visual input for non-verbals (need to rely on vocal/audio non-verbal language only, no record of the discussion.
PowerPoint slides	Advantages include supports the presentation, visual, can engage those with visual preferences, engaging	Disadvantages include poor design detracts from the speaker

Question 7

Communications policies and guidelines are a vital component of an organisation. Briefly explain the following in relation to the organisation's Accessible Communication Guidelines.

   a) Explain the purpose of Accessibility Guidelines.
   b) Why is it important to follow an organisations accessible communication guidelines.
   c) Provide examples of how these guidelines apply in practice.

(Approximate total word count: 90-100 words)

Assessor Instructions: Students must describe the purpose of Accessible Communication Guidelines, why they should be followed and provide examples of how to ensure their communication is accessible.

A sample answer is provided below.

Questions	Answer
a) Explain the purpose of Accessibility Guidelines.	The purpose of accessibility guidelines is to simplify organisations policies and procedures and ensure everyone easily understands communication materials produced by an organisation.
b) Why is it important to follow an organisation's accessible communication guidelines?	It is important to follow organisations accessible guidelines to create easily accessible and readable materials to a range of people, such as people with disabilities, who are ageing and who have English as a second language, to understand what is being communicated quickly.
c) Provide examples of how these guidelines apply in practice.	Write materials in plain English, using headings and short paragraphs. Increasing font size, using bold text for emphasis, lots of white space, use bullet points where possible.

Question 8

What laws (legislative frameworks) might need to be considered when preparing and delivering communication in a workplace? List 3.

Assessor instructions: Students must list three (3) legislative frameworks given below to consider when delivering communication in the workplace. The students answer must only include the laws given in the list below.

A sample answer is provided below.

- WHS laws
- Privacy laws
- Anti-discrimination legislation/Equal opportunity laws – e.g., Age Discrimination, Disability discrimination etc.

Question 9

Explain Aristotle's three (3) elements of persuasion and how you can incorporate these elements in a persuasive presentation.

(Approximate word count: 100 words)

Assessor instructions: Students must explain Aristotle's three (3) elements of persuasion and describe how they can incorporate them into a persuasive presentation.

A sample answer is provided below.

- Ethos – about the credibility of the speaker. We can increase our credibility by looking professional, being well prepared, talking about our experience, having someone introduce us.
- Pathos – this refers to the emotional connection the speaker has with the audience. We can increase our connection to the audience by building rapport, showing we have things in common, making content relevant to their existing knowledge, using humour, telling stories.
- Logos – refers to the facts and figures (data) that supports our argument. When trying to persuade others, research the topic and present data in the form of charts, graphs, facts.

Question 10

What are Cialdini's six principles of persuasion? Briefly define each one.

(Approximate word count: 100 words)

Assessor instructions: Students must briefly define Cialdini's principles of persuasion.

A sample answer is provided below.

Question 11

You are attempting to persuade a friend to try the new restaurant that's opened in your area. Write the six (6) Cialdinis principles and briefly explain how these principles would apply in the given situation?

(Approximate word count: 100 words)

Assessor instructions: Students must apply Cialdini's principles to the scenario and describe how they would use them to persuade a friend to try the new restaurant.

A sample answer is provided below.

- Reciprocity – say, 'How about we'll go with your suggestion this week, and next time, we'll try mine!' or 'I'll pay for dinner!' or 'Remember when you suggested that new Thai place and we went there…'
- Scarcity – say, 'They only have a few tables left for tonight…'
- Authority – say, 'I read a great review about this restaurant by Jamie Oliver. If he says it's good, it must be!'
- Commitment and consistency – say, 'I know you love to try new things…' or 'You're a real foodie, you'll love it…'
- Liking – say, 'We've been friends for decades. You know you trust me!'
- Consensus or social proof – 'This restaurant has over 300 5 star reviews on Trip Advisor!'

Question 12

Story telling is a powerful persuasion technique write five (5) key features of story telling as a persuasive communication technique?

(Approximate word count: 50-60 words)

Assessor instructions: Students answers must include all the five (5) key features of story telling listed below however students wordings may vary.

A sample answer is provided below.

1.	Before starting or constructing the story define its clear purpose and message
2.	Open story with an attention grabber
3.	Tell the story vividly using descriptive language, drawing on all of our five senses where you can.
4.	Help the audience see their part in the story – how they contribute to the problem, how they can be part of the solution, or why they should even care.
5.	Give them some simple, actionable things they can do (remember, keep it simple).

Question 13

Outline three (3) ways we can persuade others by the way we deliver our message (our non-verbal language).

(Approximate word count: 50 words)

Assessor instructions: Students must briefly outline three (3) ways we can persuade others by our non-verbal language. Students answer must include three (3) options from the list below.

A sample answer is provided below.

- Eye contact – look directly at the audience as if you are having a conversation with each one
- Gestures – use your hands to emphasise key ideas
- Facial expressions – smile at the audience and look relaxed
- Posture and movement – stand confidently, don't hide behind a podium, walk and move purposefully
- Voice – vary your tone (don't speak in a monotone), volume, speak slowly for emphasis, use pauses, don't speak too quickly.
- Appearance – dress appropriately for the presentation

Question 14

What is desktop research and what does it include? Provide two (2) examples.

(Approximate word count: 10-15 words)

Assessor instructions: Students must provide two (2) examples of desktop research. The examples must come from the 7 (seven) options provided below.

A sample answer is provided below.

- Desktop research is using research that already exists.
- Examples: statistics from the ABS, customer service surveys, websites, books, blogs, articles, google scholar

Question 15

What is primary research? Write four (4) methods of conducting primary research by consulting with experts.

Assessor instructions: Students must define primary research and methods for conducting the research by consulting with experts.

A sample answer is provided below.

a) What is primary research?	This research is designed for yourself.
b) Method of conducting primary research by consulting with experts	The method of conducting primary research includes: 1. Identifying the experts 2. Designing and conducting survey 3. Designing questionnaires

		4. Conducting interviews and workshops with the consultants to discuss and validate the researched ideas and facts.

Question 16

How can you tailor your presentation to your audience? Provide three (3) examples.

(Approximate word count: 50 words)

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

1	Sixteen short answer questions completed in the spaces provided.	☐

Congratulations, you have reached the end of Assessment 1!