

Ans → Try to make a good presentation

(i) Research: the audience before presenting.

(a) This will enable us to better understand the traits of the audience.

(b) We can develop message that can be better understood by our target audience.

(ii) Structure the presentation effectively. The best way to do this is to start with telling the audience in the introduction what we are going to present.

(iii) Do a lot of practice -

(a) Rehearse but do not go for memorizing the presentation.

(b) Rehearse reduce our anxiety and enable us to look confident on the presentation day.

* Importance of presentation or speaking skills.

(i) Good presentation skills enable

an individual to make his message according to the traits of the audience this increases the probability of successful transmission of message.

(iv) Having good presentation skills which increases the chances of success.

(ii) It is essential for the business to understand the audience.