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the pictogram is the second version. Be especially careful when reading pictograms because it's easy to be led to the wrong conclusion (which is exactly what people who practice advocacy research are hoping).

Another variation of the bar chart—the grouped-bar chart—can be used to capture the change in two or more series through time. Exhibit 19.9, for example, shows the change in consumption expenditures by the three major categories across the twelve-year period. There is also a bar chart equivalent to the stratum chart—the stacked-bar chart. Its construction and interpretation are similar to those for the stratum chart. Exhibit 19.10, for example, is a stacked-bar chart of personal consumption expenditures by major category. It shows both total and relative expenditures through time, and it makes use of distinctive color for each component.

SUMMARY

Learning Objective 1

Discuss two fundamental rules for making good oral presentations.

When presenting oral reports, the two fundamental rules are (1) know your stuff and (2) know your audience.

Learning Objective 2

Explain how the time allotted for an oral presentation should be organized.

Honor the time limit set for the meeting. Use no more than half of the time for the formal

presentation. Reserve the remaining time for questions and discussion.

Learning Objective 3

List some of the different kinds of charts that can be used in presenting study results.

A number of different charts can be used. Some of these include (1) pie charts, (2) line charts, (3) stratum charts, (4) bar charts, (5) pictograms, (6) grouped-bar charts, and (7) divided-bar charts.

KEY TERMS

pie chart (page 411)
line chart (page 412)
stratum chart (page 413)

bar chart (page 413)
pictograms (page 413)

REVIEW QUESTIONS

1. What are the key considerations in preparing an oral report?
2. What are the two rules for presenting the oral report?
3. What is a pie chart? For what kinds of information is it particularly effective?
4. What is a line chart? For what kinds of information is it generally used?
5. What is a stratum chart? For what kinds of information is it particularly appropriate?
6. What is a bar chart? For what kinds of problems is it effective?
7. What is a pictogram?
8. What is a grouped-bar chart? When is it used?

DISCUSSION QUESTIONS, PROBLEMS, AND PROJECTS

1. The management of Seal-Tight Company, a manufacturer of metal cans, has presented you with the following information:

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Part 5 Reporting the Results

Seal-Tight Company
A Comparative Statement of Profit and Loss for the Fiscal Years 2008–2012

	2008	2009	2010	2011	2012
Net sales	\$40,000,000	\$45,000,000	\$48,000,000	\$55,000,000	\$53,000,000
Cost and expenses	\$28,000,000	\$32,880,000	\$33,600,000	\$39,750,000	\$40,150,000
Cost of goods sold					
Selling and administration expenses	4,000,000	4,500,000	4,800,000	5,300,000	5,300,000
Depreciation	1,200,000	1,350,000	1,440,000	1,590,000	1,650,000
Interest	800,000	900,000	960,000	1,060,000	1,100,000
	<u>\$34,000,000</u>	<u>\$39,600,000</u>	<u>\$40,800,000</u>	<u>\$47,700,000</u>	<u>\$48,400,000</u>
Profits from operations	\$6,000,000	\$5,400,000	\$7,200,000	\$5,300,000	\$6,600,000
Estimated taxes	<u>2,400,000</u>	<u>2,180,000</u>	<u>2,880,000</u>	<u>2,880,000</u>	<u>2,640,000</u>
Net profits	<u>\$3,600,000</u>	<u>\$3,240,000</u>	<u>\$4,320,000</u>	<u>\$3,180,000</u>	<u>\$3,960,000</u>

- Develop a chart to present the company's net sales growth over the five-year period.
- Develop a chart to compare the change in the net profit level with the change in the net sales level.
- Develop a chart that will present the following expenses (excluding cost of goods sold) over the five-year period: selling and administration expenses, depreciation expenses, and interest expenses.
- The management of Seal-Tight has the following sales data relating to its two major competitors:

	2008	2009	2010	2011	2012
Metalmax Co.	\$36,000,000	\$40,000,000	\$42,000,000	\$45,000,000	\$48,000,000
Superior Can Co.	\$41,000,000	\$43,000,000	\$45,000,000	\$46,000,000	\$48,000,000

Prepare a chart to compare the sales performance of Seal-Tight Company with its major competitors.

- Visit a local library or go online and find examples of each of the charts described in this chapter. Look for these in such publications as *Bloomberg Businessweek*, *Fortune*, *USA Today*, and *The Wall Street Journal*. Make a copy of each chart and critique it, using the criteria noted in the text. For example, does the pie chart you found exceed the recommended maximum number of divisions? Are the exact percentages displayed? In each case, is the chart appropriate for its intended purpose, or would another type of chart be more informative? Are there any changes you might recommend if the chart were to be used in an oral presentation?

Use the AFC member survey (Exhibit 16.2), codebook (Exhibit 16.3) and data to produce the charts requested below. Use the chart-building software of your choice (e.g., SPSS, Excel, Tableau Software). The AFC data ("Avery Fitness Center Data") are available as an Excel file or as an SPSS file at www.cengagebrain.com. Search for this book and then select the tab "Free Materials" and "Access Now" to view.

- Build a pie chart to present the gender of AFC survey respondents.
 - Build a bar chart to present the income levels of AFC survey respondents.
 - Produce a bar chart to represent the percentages of AFC respondents who have utilized the different AFC services over the past month.
 - Build a chart to display the results of a cross-tab analysis to determine the potential influence of employment status on the time of day that members visit the AFC center.

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