

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

MAKEUP EXAMINATION- 2016

B.Tech/ VIII Semester

COURSE CODE: 14B1WHS831

MAX. MARKS: 25

COURSE NAME: Persuasive Communication

COURSE CREDITS: 3

MAX. TIME: 1Hr 30 Min

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.*

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**5x5**

- Q1. How pure persuasion differs from borderline persuasion. Explain with example.
- Q2. "Behavioral intentions are the best predictor of actual behaviour." What is your opinion?
- Q3. Explain Match-Up hypothesis with an example.
- Q4. What is the impact of culture and ethnicity on persuadability of an individual?
- Q5. How group size influences the conformity?