

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2016

B.Tech/ VIII Semester

COURSE CODE: 14B1WHS831

MAX. MARKS: 15

COURSE NAME: Persuasive Communication

COURSE CREDITS:03

MAX. TIME: 1 HR

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

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Q1. Critically evaluate the statement "Persuasion is not a dirty word".

Q2. What do you understand by the term "cognitive dissonance"? Illustrate by giving example. Can you reduce dissonance? How?

Q3. What is persuasion? What are the effects of persuasion? Is simultaneous processing possible? Give examples.