

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST-3 EXAMINATION- JUNE -2016

B.Tech VIII Semester

COURSE CODE: 14B1WHS831

MAX. MARKS: 35

COURSE NAME: Persuasive Communication

COURSE CREDITS: 3

MAX. TIME: 2 HRS

---

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

---

- Q1. Give an example of persuasion by using "Foot in Door Strategy". Explain you example step wise on the basis of "Foot in Door Strategy" 7
- Q2. Give examples of both Gain framed and Loss framed messages. Explain Why you strategy of putting your messages as gain framed and loss framed is better. 6
- Q3. How immediacy behavior and mirroring enhances persuasion? 6
- Q4. Critically Analyze the Sapir-Whorf Hypothesis. 6
- Q5. How Influence Strategies may be culture specific? Give examples. 5
- Q6. Write a note on the sleeper effect. 5