

ASSESSMENT # 9**Total Marks: 30**

Answer the following questions:

Q: 1: Short Questions
(15)

- I. What is assertiveness?
- II. Define dichotomies, giving examples.
- III. What is a frame of reference in communication?

Q: 2: What are the different ways of expressing “NO” effectively? (7)

Q: 3: What is Persuasion? Describe Roger Dawson’s thirty ways to persuade. (8)