

**ASSESSMENT # 3****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)