

**ASSESSMENT # 15**

**Total Marks: 30**

**Answer the following questions:**

**Q: 1:** Short Questions (10)

- I. How can we make reciprocity work for us?
- II. Define the theory of Responsibility Assumption.
- III. What is Consultative Selling?
- IV. What is the relationship between non-verbal messages and oral communication?
- V. Give at least five examples of customer-focused questions.

**Q: 2:** What influences people in the way they form relationships? Discuss. (5)

**Q: 3:** Discuss the Johari Window concept in detail. (5)

**Q: 3:** What is the difference between open and closed questions? Explain, using examples. (5)

**Q: 4:** What is a professional handshake? Describe the factors that determine the message communicated by a handshake. (5)