

ASSESSMENT # 3**Total Marks: 30****Answer the following questions:****Q: 1:** Short Questions (15)

- I. Define Exchange Theory.
- II. How can we make reciprocity work for us?
- III. Define the theory of Responsibility Assumption.
- IV. What is Consultative Selling?
- V. Define Disclosure. What are the two significant ways of becoming more self-aware?

Q: 2: What influences people in the way they form relationships? Discuss. (7)**Q: 3:** Discuss the Johari Window concept in detail. (8)