

**ASSESSMENT # 12**

**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)