

ASSESSMENT # 10**Total Marks: 30****Answer the following questions:****Q: 1:** Short Questions (10)

- 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?
- VI. What is the difference between listening and hearing?
- VII. What are demonstration cues?
- VIII. Describe the qualities of a good voice.
- IX. What is the relationship between non-verbal messages and oral communication?
- X. Give at least five examples of customer-focused questions.

Q: 2: What influences people in the way they form relationships? Discuss. (5)**Q: 3:** What is a professional handshake? Describe the factors that determine the message communicated by a handshake. (5)