

**Assessment : 11**

**Total Marks: 30**

**Answer the following questions:**

**Q: 1:** Short Questions (15)

- I. What is the difference between a leader and a manager?
- II. Outline the six steps for dealing with angry people.
- III. Describe Consequential Thinking.
- IV. Outline the two major steps of Directional Thinking.
- V. What is a paradigm shift? Explain, giving examples.

**Q: 2:** Discuss Robert Cialdini's six influence strategies. (7)

**Q: 3:** Describe the fifteen steps for dealing with upset people. (8)