



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF ARTS IN LANGUAGE AND
COMMUNICATION WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEN 209: PRINCIPLES OF PERSUASION AND NEGOTIATION

Date: 7th December, 2016

Time: 3.30 - 6.30pm

INSTRUCTIONS:

- Question ONE and any other TWO.

1. Explain the three modes of persuasion as discussed by Aristotle in the "Rhetoric", 350 BCE (30mks)
2. Discuss any 4 functions of persuasive communication (20 Mks)
3. A)Use illustrations to distinguish integrative and distributive negotiation
B) Discuss any 4 pillars of negotiation (20 Mks)
4. Discuss Conger's steps to effective persuasion. (20 Mks)
5. Use illustration from the Kenyan advertisement scene to identify and describe any 2 techniques of persuasion. (20 Mks)
6. Distinguish the dominating method of negotiation from the accommodating method.(20 Mks)