



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF SCIENCE IN
COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

**COURSE CODE: CPR 2203
COURSE TITLE: COMMUNICATION
AND
PERSUASION**

**DATE: 29TH APRIL 2019
10.30AM**

TIME: 8.30AM-

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

Question One

a) What is communication and how does it differ from persuasion?
(6marks)

b) Using the Conditioning theory, discuss how it influences human behavior

(10marks

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c) Highlight the six principles of persuasion as envisioned by Dr. B. Cialdini

(10marks

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d) What is behavior change?
(4marks)

Question Two

Explain in detail persuasion methods (tactics) that can be used to change people's way of thinking.

(20marks)

Question Three

a) Discuss the five key ways of becoming an excellent persuasive communicator (8marks)

b) Highlight the various types of persuasive communication (12marks)

Question Four

Martin Luther King, Jr. was eloquent in his speeches; he used the art of persuasion in one of his speeches and said "...injustice

anywhere is a threat to justice everywhere...” Discuss.
(20marks)

Question Five

- a) Why is persuasion considered important in communication?
(10marks)
- b) Highlight the various challenges one might encounter in trying to persuade people.
(10marks)

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