



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

TIME: 8.30AM-10.30AM

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)
- c) Highlight the six principles of persuasion as envisioned by Dr. B. Cialdini
(10marks)
- 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)

//END