



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF EDUCATION WITH INFORMATION
TECHNOLOGY**

MAIN CAMPUS

**AEN 209: PRINCIPLES OF PERSUASION AND
NEGOTIATION**

Date: 19th January, 2016

Time: 2.30 - 4.30 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.



AEN 209: Principles of Persuasion and Negotiation

INSTRUCTIONS

- I. Answer Question 1 and any other question
- II. Marks are assigned to each question items

1. Discuss any five strategies for successful negotiation (30 Mks)
2. Discuss any four skills necessary for persuasion. (20mks)
3. Use illustrations to explain the following persuasion techniques
 - a) Humour
 - b) Nostalgia
 - c) Slippery slope
 - d) Scientific evidence
4. Distinguish the collaborating and the competing negotiation styles in terms of what they entail and when they are applicable. (20mks)
5. Discuss the importance of body language in negotiation (20Mks)