

Marketing assignment

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**ASSIGN
BUSTER**

If the wording in an advertising campaign says ' All of your friends and colleagues will be impressed that you are taking this trip' it is appealing to what human need? A. Social needs b. Esteem needs c. Safety needs d. Physiological needs

8. What can be overcome when group members are accountable for their actions and when group pride is present? A. Task complexity b. Group conflict c. Social loafing d. Group storming

9. Which of the following is one of the advantages of the voting method? A. Quantitative view b.

Accountability c. Win/lose mentality d. A and B

10. The concern that people living in low-technology societies and situations could have a richer experience of interpersonal communication than people living in high-technology cultures is known as a. The Fouler model. B. Priestley paradox. C. Presley paradox. D. The technological paradox (NOTE! The REAL exam will have 40 multiple-choice questions that you will have to answer.) Answer both short answer questions in the booklet provided. Each question is worth 10 points.

Provide a communication situation at home or in the workplace in which you would need to employ an assertive verbal skill. Your analysis should identify specific assertiveness verbal skills and evaluate and discuss how these skills can be used to alleviate, or possibly increase, conflict and come to a satisfactory agreement for both parties. Correct answer: (See pages 297-for correct answer.)

Nine verbal skills to help be more assertive are; say no, dismiss and redirect, questioning to prompt awareness, fogging, forcing a choice, broken record, ask for specifics, workable compromise and threats.

Students should identify the assertive verbal skills that best cater for their communication situation. They can also provide examples of dialogue to demonstrate how the verbal skill is used in practice). 2. What are the two models of knowledge management? What are their phases? What are the four kinds of culture that exist in organizations, according to Cameron and Quinn (2006)? What are two examples of bad organizational culture? How does this affect organizational communication? How can you improve knowledge management?