

## **Linnæus University** Sweden

## Cover Sheet for Written Examinations

(Can also be used in the examinations box.)

This sheet should always be submitted.

NB Any loose sheets must always be attached to the examination script

School					
Linneaus Univers					
Written examination in sub-component course				Examination code	
1FE171 Individual selling and part of a team			, 3 hp	1602	
Course / degree progr	ramme				
ISM					
Date		Time		Place	
2017-02-10		09.00-13.00		CIL	
Total number of page	s submitted	Examination aid	-		
5 inkl. this one In the exam h			nall provi	ded dictionary	
Miscellaneous					
Teacher responsible f	or examination		Visited ex	xamination hall	
Tomas Nilsson			Yes Time No		
Can be reached on the	e following tele	ohone number		<del></del>	
Time					
	can be distrib	ributed (answers		vritten on the loose pieces of paper) e written on the question sheet)	
Programme / course			1		
No. of credits		Grade		Teacher code	
examination (any la should always bring ID shown	te examinees a ID with them	are thereby give	n the oppor	minutes after the start of the rtunity to participate). Examinees	
Yes No					

## 1FE171:1Individual Selling and Part of a Team First written exam

The space after a question indicates the expected length of the answer, and so does the maximum point for the question. You have plenty of time to carefully plan, write and rethink/re-write every answer. Use all the time available. Write so it is possible to read, or the exam will not be graded (for obvious reasons). Good luck!

	exam will not be graded (for obvious reasons). Good luck!
1)	Why is stereotyped behaviour so characteristic of human action? (4p)
2)	Cialdini suggests that humans are "as vulnerable to the <i>symbols</i> of authority as to the <i>substance</i> ". Give two examples related to business that support his suggestion. (2p)
3)	Explain the idea of <i>pluralistic ignorance</i> , and give an example how to overcome it in an emergency situation. (3p)
4)	Cialdini gives three reason why the rule of reciprocity is useful in business contexts. Explain each reason briefly. (3p)

2017-02-10

2

5) What does "agent" refer to in the article by Friestad and Wright? (2p)

6) Friestad and Wright argue people are "moving targets" when it comes to persuasion. What do they mean by "moving targets"? And if we acknowledge that people are "moving targets" how will that affect the study of persuasion according to Friestad and Wright? (6p)

2017-02-10

7) Based on the rule of liking, what advice would you give to a salesperson who wants to improve his/her performance in a business-to-business context? Motivate why you give these advices. Use your own examples to illustrate your advice. End your answer with a critical comment on the rule of liking. (10p)

Continue...

2017-02-10 4