



## 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 University		
Written examination in sub-component course 1FE171 Individual selling and part of a team, 3 hp		Examination code 1602
Course / degree programme ISM		
Date 2017-02-10	Time 09.00-13.00	Place CIL
Total number of pages submitted 5 inkl. this one	Examination aids permitted In the exam hall provided dictionary	
Miscellaneous		
Teacher responsible for examination Tomas Nilsson	Visited examination hall <input type="checkbox"/> Yes Time <input checked="" type="checkbox"/> No	
Can be reached on the following telephone number  Time		

Examination coversheet <input type="checkbox"/> Yes, coversheet can be distributed (answers should be written on the loose pieces of paper) <input type="checkbox"/> No, coversheet cannot be distributed (answers should be written on the question sheet)		
NB Code should be written in ink		
Examinee's code		
Programme / course		
No. of credits	Grade	Teacher code

### Instructions

Examination scripts can be handed in at the earliest after 50 minutes after the start of the examination (any late examinees are thereby given the opportunity to participate). Examinees should always bring ID with them.

ID shown <input type="checkbox"/> Yes <input type="checkbox"/> No	Examination script submitted at (time)	Signature of invigilator
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- 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)

- 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)

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