1. According to the Elaboration Likelihood Model, when you speak over someone’s head by using language that is too technical for them, which route to persuasion are they likely to use?
   1. Occipital route
   2. Peripheral route
   3. Audible route
   4. Grounded route
   5. Non-verbal route
2. Which of the following is one of the few principles of human behavior that is true across cultures that suggests if we get something we must give something back?
   1. Social exchange theory
   2. Compliance gaining
   3. Rationale of exchange
   4. Norm of reciprocity
   5. Normative processing
3. What has driven the rise in sales for the pharmaceutical industry since 1996?
4. Advertising prescription drugs to doctors and pharmacists in a more simplistic way.
5. Permission from the FCC to include puppies and children in pharmaceutical advertisements.
6. Endorsement from doctors and nurses for different prescription drugs.
7. Advertisements that make direct appeals to consumers to ask their doctors for specific drugs.
8. All of the above
9. According to the video that we watched in lecture on *Toxic Sludge is Good for You*, which event in American history “put the PR profession on the map”?
10. The Dreyfuss Affair
11. World War I
12. The Wilson Compromise
13. Watergate
14. The Roosevelt Note
15. We watched a video in class that discussed Jeremy Clarkson’s (from *Top Gear*) attitudes toward a car. The car was a…
16. Saturn Ion
17. Chevrolet Silverado
18. Ford Focus
19. Toyota Prius
20. In the context of the Theory of Reasoned Action, Dr. Morgan gave many examples of individuals’ beliefs, attitudes and behaviors related to organ donation. These beliefs demonstrated that \_\_\_\_\_\_\_\_\_
    1. Individuals are highly rational beings, so Theory of Reasoned Action can easily explain behavior.
    2. Individuals in general are high self-monitors, so they are very likely to be organ donors if their friends are.
    3. The Theory of Reasoned Action explains why the number of organ donors exceeds the need for organ transplants.
    4. The Theory of Reasoned Action does not account for non-rational beliefs, such as the “ick factor” and the “jinx factor.”
    5. The Theory of Reasoned Action is not really used to guide research because it is so flawed.
21. Cues such as likeability, attractiveness, the number of arguments, the length of arguments, and the use of emotion to persuade are all considered \_\_\_\_\_\_\_?
    1. Fluff
    2. Impartial cues
    3. Quasi-scientific cues
    4. Distractors
    5. Heuristics
22. Which of the following situations would cause the most post-decision regret?
    1. Having free choice in making the decision
    2. Being forced to decide something against your will
    3. Exerting little effort in making the decision
    4. Being exposed to distorted or biased information when making the decision
    5. None of the above would cause post-decision regret
23. In class we watched a Donald Duck propaganda cartoon. What was the purpose of the cartoon?
24. To encourage women to work in ammunition factories.
25. To urge Americans to reduce their use of electricity during wartime.
26. To encourage Americans to pay their income taxes on time.
27. To discourage women from wearing stockings during wartime.
28. Which of the following involves the use of deception to change someone’s behavior?
    1. Compliance gaining
    2. Manipulation
    3. Persuasion
    4. Coercion
    5. All of the above
29. On what type of group do commitment and consistency tactics of persuasion work best?
30. Males
31. Individualistic societies
32. Young adults
33. Collectivistic societies
34. All of the above
35. Jenny approached some friends in her engineering class to buy some movie tickets she was selling to raise money for Habitat for Humanity. Since she learned about pregiving in COM 318, she provided her friends with some Hershey Kisses before asking them about buying the tickets. When she did ask them to purchase the tickets she was amazed at how many they purchased. Which concept from the reading best explains Jenny’s success?
36. The norm of reciprocity
37. Internalized social norm
38. Impression management
39. Social expectancy explanation
40. Liking explanation
41. According to the Theory of Reasoned Action, what determines subjective norms?
    1. The combination of your evaluation of the behavior AND others’ evaluation of the behavior.
    2. A combination of your beliefs about the behavior AND your evaluation of the behavior.
    3. A combination of your motivation to comply with the wishes of important others AND your beliefs about the behavior.
    4. A combination of what people who are important to you think about what you should do AND your motivation to comply with their wishes.
    5. None of the above are correct.
42. Which of the following involves creating behavior change without changing attitudes?
    1. Persuasion
    2. Compliance gaining
    3. Manipulation
    4. Propaganda
    5. None of the above
43. A person-centered approach to persuasion involves:
    1. Demanding someone else to do what you want
    2. Politely explaining your needs to someone so they will do what you want
    3. Framing your message to the receiver’s perspective
    4. All of the above can be a person-centered approach to persuasion
44. One way to measure attitudes is to use a scale where you indicate where you fall between two adjectives, such as:

Exciting\_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ Dull

This is called…

* 1. Semantic Differential
  2. Likert-type Scale
  3. Tropical Diffusion
  4. Linguistic Determinism
  5. None of the above

1. Mary worked for the University Alumni Foundation, who call Alumni to ask for money for their scholarship program. After chatting with the Alumni for a minute, Mary always asked for a $200 donation. While Mary was usually unsuccessful at getting a $200 donation, she usually ended up getting a $20 - $50 donation from each call. Which strategy was Mary primarily using to get donations?
   1. Pregiving tactic
   2. Foot-in-the-door tactic
   3. Door-in-the-face tactic
   4. Foot-in-the-mouth effect
   5. Legitimizing paltry contributions
2. Sara and Tom have been dating for three years. Sara is short on money and so she decides to make Tom dinner as a gift to him on Valentine’s Day. Tom surprises Sara on Valentine’s Day with a very expensive necklace. According to the norm of reciprocity, the following is true.
   1. Sara and Tom will break up because the exchange of gifts was so unequal.
   2. Sara will be very embarrassed and upset about her gift for Tom because it cost so much less than the gift she received from Tom.
   3. Tom will be angry with Sara for being so cheap on Valentine’s Day.
   4. It doesn’t matter that Sara’s gift cost less than Toms because they are in a close relationship and Sara will have time to reciprocate the value of the gift, directly or indirectly.
   5. Sara’s gift was homemade, so that makes up for the unequal exchange.
3. The Elaboration Likelihood Model suggests that we process persuasive messages in two different ways:
   1. The occipital route and the ocular route
   2. The central route and the peripheral route
   3. The verbal route and the nonverbal route
   4. The audible route and the subconscious route
   5. The elevated route and the grounded route
4. In class we watched a video, *Roots in Conflict*. This video highlighted Bernays’ influence on mass-scale PR efforts. In what way was Bernays’ smoking women campaign unique?
   1. He used pictures of women in the advertisements.
   2. He made PR messages appear as though they were news stories.
   3. He showed images of people smoking cigarettes.
   4. He used propaganda to influence public opinion.
   5. Bernays’ campaign wasn’t unique at all. He copied other PR professionals.
5. Which of the following are characteristics of an effective commitment, according to Cialdini?
6. Active
7. Public
8. Effortful
9. All of the above
10. Which of the following is true about the Theory of Reasoned Action?
    1. It accounts for non-rational motivations for behavior or the barriers people have to overcome.
    2. It is most successful in predicting intention when people have performed the same (or related) behavior in the past.
    3. The Social Norms component is a good predictor on its own.
    4. It is applicable to people from varying cultural backgrounds.
    5. It should only be used for communication through social media (such as Facebook).
11. According to French and Raven (1960), someone with a higher rank or position would have which type of power?
    1. Coercive
    2. Expert
    3. Legitimate
    4. Referent
    5. None of the above
12. The Elaboration Likelihood Model posits two routes of persuasion. Which of the following are characteristics of the central route of persuasion?
13. Few rational thoughts
14. Low levels of elaboration
15. A great deal of issue-relevant thinking
16. Low levels of cognitive attention
17. All of the above
18. According to Cognitive Dissonance Theory, which of the following causes psychological discomfort?
    1. Dissonance between your own beliefs and your peers’ beliefs
    2. Inconsistency between your attitudes and behavior
    3. Similarity between your values and behavior
    4. Harmony between your words and your action
    5. None of the above cause significant psychological discomfort
19. The ability to use persuasion to achieve a goal is which function of persuasion?
    1. Instrumental
    2. Knowledge
    3. Defensive
    4. Debunking
    5. None of the above
20. Wendy works in the mailroom at XYZ Enterprises. Every once in a while, one of the mid-level managers yells at her because the price of postage has gone up. In response, Wendy takes important documents that are being sent through inter-office mail and makes sure that the mail does not get to the correct people on time. This is considered an example of:
    1. Critical power
    2. Expert power
    3. Referent power
    4. Coercive power
    5. None of the above: Wendy has no power in XYZ Enterprises because she is just a mailroom clerk.
21. Which of the following **IS NOT** one of the sources toward tendency for consistency that Cialdini discussed?
    1. Consistency is highly valued by society.
    2. Consistency provides a beneficial approach to daily life.
    3. A consistent orientation affords valuable shortcuts through the complexities of modern life.
    4. Consistency increases susceptibility to making bad, irrational decisions.
    5. All of the above
22. Which of the following is an impact of attitude accessibility?
    1. Accessible attitudes reduce bias in message processing.
    2. Accessible attitudes are strong predictors of behavior.
    3. Accessible attitudes are independent of other attitudes.
    4. All of the above are true regarding accessible attitudes.
23. If you are asked to sign a petition from an animal rights organization that will help save the lives of thousand of puppies and then later receive emails from that animal rights organization asking you for monetary donations to save even more puppies’ lives, you have been subject to what type of sequential message strategy?
    1. Door in Face
    2. Foot-in-the-door
    3. Lowballing
    4. Bait and Switch
    5. None of the above
24. Which of the following is true of persuasion?
25. Persuasion is an attempt to influence someone, even if it is unsuccessful.
26. Persuasion requires freedom on the part of the receiver.
27. Persuasion often involves manipulation, coercion, or deception.
28. Persuasion can occur without a specific goal or intention.
29. All of the above are true about persuasion.
30. Marvin, an avid runner, sees a sale on sneakers at a local store for $50. When he arrives at the store, he is told that those sneakers are no longer in stock, but a different pair is available for $65. Which persuasive tactic is in use?
    1. Lowballing
    2. Bait-and-switch
    3. Disrupt-then-reframe
    4. Foot-in-the door
    5. Door-in-the-face
31. Lisa spent a lot of money on her wedding dress. After buying it, Lisa refuses to look at pictures of any other wedding dresses or pictures of herself in the other dresses. She does this because she does not want to see one that might be better and ruin her opinion that she bought the “perfect” dress. What happened to Lisa can be explained through:
    1. Internal consistency fluctuation
    2. Elaboration Likelihood Model
    3. Attitude Adjustment Theory
    4. Theory of Reasoned Action
    5. Cognitive Dissonance Theory