Speakers of English seem to use rising intonation to indicate that one of the conversational maxims may have been violated. In my (2017) PhD dissertation I develop this idea into a theory of 'Intonational Compliance Marking' (ICM). In this talk I will apply the ICM theory to two cases: question-like rising declaratives and rising/falling interrogatives. I will first show how certain basic assumptions about pragmatics (e.g., when it is permissible to violate a maxim at all) predict three core features of the former: their question-likeness, the epistemic bias they express and their badness out of the blue. I then show which further assumptions are needed for the ICM theory to also cover (interrogative) questions, concentrating on their (non-)exhaustivity/exclusivity effects. A central assumption will be that, whereas intonation marks (non-)compliance with the maxims, interrogativity indicates a kind of opting out. With this in place it is shown that certain superficial differences between rising declaratives and interrogatives in fact derive from a common core, while conversely certain superficial commonalities derive from distinct underlying mechanisms.