



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MGT2014 NEGOTIATION**
 Semester & Year : January– April 2021
 Lecturer/Examiner : Dr. Akram Al-Khaled
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
PART A (60 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer all TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** short answer questions in the answer booklet provided.

Question 1

Effective negotiators must have the skills to analyze a problem to determine the interests of each party in the negotiation. Explain **FIVE (5)** fundamental skills in negotiation.

(10 marks)

Question 2

Describe **FIVE (5)** conflict-handling intentions that are based on the dimensions of cooperativeness and assertiveness.

(10 marks)

Question 3

Generally, issues in distributive negotiations arise because of how the pie is sliced. List **TEN (10)** tactics and procedures that are regarded best practices in distributive negotiations.

(10 marks)

Question 4

a) The Best Alternative to a Negotiated Agreement (BATNA) concept in negotiation has proved to be immensely useful. Discuss the significance of BATNA.

(6 marks)

b) The first step of the negotiation process is planning and preparation. Briefly explain how this step affects negotiating parties' relationship.

(8 marks)

c) Explain the impact of moods and emotions on the effectiveness of negotiations.

(6 marks)

(Total: 20 marks)

Question 5

Global companies increasingly rely on the effectiveness of business negotiations for their survival and growth. Debate **FIVE (5)** crucial factors that make international negotiation different.

(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer all TWO (2) essay questions in the Answer Booklet provided.

Question 1

Negotiation is an art that has been used to settle disputes for many years to-date. Assess how ethical negotiations could create win-win approaches in business dealing. Provide a relevant example to support your answer.

(20 marks)

Question 2

Nowadays, cultural differences can impact the trajectory of business negotiations. It is all about communication and comprehending the customs of different cultures. In light of this, negotiators should be aware of cross-cultural barriers when negotiating with their foreign counterparts. As a negotiator, propose **FOUR (4)** strategies of overcoming cultural obstacles in international negotiations.

(20 marks)

END OF EXAM PAPER