Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **18MS3059** | **Duration :** | **3hrs** |
| **Sub. Name :** | **NEGOTIATIONS MANAGEMENT** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | With examples, compare and contrast distributive with integrative negotiation. | CO2 | 20 |
| **(OR)** | | | | |
| 2. | a. | Describe Jung’s key dimensions of personality and their preferences that are particularly relevant for understanding human interaction in general and negotiation in particular. | CO1 | 10 |
| b. | Learning style depends on how you take in and process information-Comment. Explain Kolb’s learning types with examples. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Ventura Capital is a financier who specializes in capitalizing start- up companies. Andy is a would-be entrepreneur. He needs capital to start his new business. Andy and Ventura have been negotiating a potential agreement over the last few months. It seems there is only one item unresolved. Ventura wants her investment to remain in the company and earn a preferred dividend of 5 percent, even if Andy no longer needs the money. Andy wants the right to buy out Ventura’s interest at any time as long as the 5 percent return is paid.  Which key temperaments Ventura would adopt? Identify specific comments and behaviors to support the assessment. | CO3 | 10 |
| b. | Which key temperaments Andy would adopt in the above case?  Identify specific comments and behaviors to support the assessment. | CO3 | 10 |
| **(OR)** | | | | |
| 4. |  | Greatest misunderstanding and risk of conflict occurs in communicating with people who differ from us. Explain the principles adopted to increase communication effectiveness in negotiation. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Select and substantiate the negotiating style adopted by you in the following settings with incidents. | CO3 |  |
| a. | In Business | 5 |
| b. | Social setting | 5 |
| c. | In Family | 5 |
| d. | With a stranger | 5 |
| **(OR)** | | | | |
| 6. |  | Learning from your mistakes is an art, Learning from others mistake is the Key to success. Outline the rules of negotiation and most common mistakes made in negotiation. | CO1 | 20 |
|  |  |  |  |  |
| 7. |  | Consumer negotiation differs from negotiation in other contexts because of the greater emphasis placed on price and satisfaction of economic expectations. Discuss. | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | Power may be used toward constructive or destructive ends. Discuss how different types of power may be used constructively with examples. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Radha and Rani are best friends. They recently decided to become roommates and share a two-bedroom apartment. Radha is a freelance artist and works from home. Because Radha spends more time at home, Rani feels that Radha should do more of the housework and pay a larger share of the power and water bills. This issue is causing significant strain on their relationship.  Negotiate the above incident in light of theories of negotiation. | CO3 | 20 |