

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BTE3693
COURSE TITLE	: BUSINESS NEGOTIATION
SEMESTER/SESSION	: 2 - 2022/2023 2 - 2021/2022
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

**THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER
PAGE**

QUESTION 1

Negotiation is an important aspect of our everyday lives, especially because it offers an effective means for resolving conflicts. Whether we like it or not, conflicts or differences that interfere with our efforts to satisfy our interests, are ubiquitous.

- a) Based on the above paragraph, answer the following questions.
- i. Illustrate negotiation in business context. [2 marks]
 - ii. Describe **ONE (1)** example of negotiation in a workplace. [2 marks]
 - iii. Discuss **TWO (2)** types of negotiation. [6 marks]
- b) Discuss business negotiation process. [10 marks]

QUESTION 2

- a) *“Negotiating is an ancient craft, a delicate mix of art and science, style and substance. It prizes intuition as highly as intellect, good sense as much as hard numbers. It requires emotional detachment and a high aspiration level. It can be a game of power, real as well as imagined. Some people play the game masterfully while others only dimly understand it” - Jim Murray*

Explain **FIVE (5)** tips to become an effective negotiator. [20 marks]

QUESTION 3

a) Discuss the **FOUR (4)** major differences between Distributive Negotiation and Integrative Negotiation. [10 marks]

b) i) Depict the situation where Distributive Negotiation is the most suitable to be used. Give your example. [5 marks]

ii) Depict the situation where Integrative Negotiation is the most suitable to be used. Give your example. [5 marks]

QUESTION 4

a) The most critical element of win-win negotiation is that the negotiation is not about winning or losing the negotiation, but both parties must discuss the possibilities that help to gain mutual benefits.

Illustrate **FIVE (5)** factors to ease out win-win negotiation process. [20 marks]

QUESTION 5

Negotiation skills are qualities that allow two or more sides to reach a compromise. These are often soft skills such as communication, persuasion, planning, strategizing and cooperating. Understanding these skills is the first step to becoming a stronger negotiator.

Explain **FIVE (5)** negotiation skills that are paramount to become a strong negotiator. [20 marks]

-----End of question-----

