


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES
End Semester Examination, DEC 2024

Course: Introduction to International Trade Negotiations II **Semester: V**
Program: BBA FT **Time : 03 hrs.**
Course Code: INTB3012P **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Emotional intelligence in negotiation is best defined as: A) Controlling one's emotions at all costs B) Ignoring emotions entirely C) Recognizing, understanding, and managing emotions effectively D) Using emotions to manipulate others	2	CO1
Q 2	Which statement best describes distributive negotiation? A) It focuses on collaborative solutions B) It assumes a win-win situation C) It treats the negotiation as a zero-sum game D) It avoids making initial offers	2	CO1
Q 3	In the context of negotiation, framing refers to: A) Creating rigid boundaries for negotiation B) Using specific words and perspective to influence perception C) Setting an ultimatum D) Establishing absolute terms	2	CO1
Q 4	Which negotiation style involves seeking to satisfy both parties' interests? A) Competitive B) Accommodating C) Collaborative D) Avoiding	2	CO1
Q 5	What is the primary goal of a win-win negotiation? A) To maximize one's own gains B) To satisfy only one party's interests C) To reach an agreement that benefits both parties D) To make the other party feel inferior	2	CO1
Q 6	In cross-cultural negotiations, monochronic cultures are more likely to: A) Value punctuality and strict time management	2	CO1

	<p>B) Place less importance on deadlines C) View time as flexible and fluid D) Avoid discussing schedules and timelines</p>		
Q 7	<p>Which negotiation strategy involves making the first offer to set an anchor? A) Avoidance B) BATNA C) Anchoring D) ZOPA</p>	2	CO1
Q 8	<p>The acronym BATNA stands for: A) Best Alternative to a Negotiated Agreement B) Business Agreement Toward New Alternatives C) Basic Analysis of Tactical Negotiation Approach D) Binding Agreement to Negotiation Assessment</p>	2	CO1
Q 9	<p>Which of the following is essential for effective cross-cultural negotiations? A) Imposing one's own cultural norms B) Stereotyping the other party C) Cultural awareness and adaptability D) Using the same negotiation approach for all cultures</p>	2	CO1
Q 10	<p>In negotiation, a "ZOPA" refers to: A) The zone of potential agreement B) The zero-sum opportunity area C) The zone of precise actions D) The zero-option partnership agreement</p>	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q 11	<p>Explain the concept of BATNA and its importance in business negotiations.</p>	5	CO2
Q 12	<p>Describe the key differences between distributive and integrative negotiation strategies.</p>	5	CO2
Q 13	<p>What is "anchoring" in negotiation? How can the initial offer set the stage for the rest of the negotiation?</p>	5	CO2
Q 14	<p>Explain the significance of understanding the Zone of Possible Agreement (ZOPA) in negotiations.</p>	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q 15	<p>A company is considering two suppliers for raw materials. Supplier A has a reservation price of \$50 per unit, and Supplier B has a reservation price of \$55 per unit. The company's maximum reservation price is \$53 per unit. Which supplier should the company negotiate with, and why?</p>	10	CO3
Q 16	<p>What are some common barriers to cross-cultural negotiation? How can these barriers be effectively managed?</p>	10	CO3

Q 17	What is the role of preparation and research before entering a negotiation? Describe nine aspects of a negotiation that should be researched beforehand.	10	CO3
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SECTION-D
2Qx15M= 30 Marks

Read the below case and answer the questions of 18 & 19
The Car Deal

Background:

John, a 30-year-old sales manager, is looking to buy a new car. After doing some research, he decides on a particular model from XYZ Motors. The list price of the car is \$30,000. John has saved up \$25,000 and is determined not to exceed this amount. On the other side, Sarah, the sales representative at XYZ Motors, is motivated to close the sale at the highest possible price because she receives a commission based on the sale price. Both parties have their respective limits and goals, setting the stage for a distributive negotiation.

Objectives:

- John aims to purchase the car for \$25,000 or less.
- Sarah aims to sell the car for as close to \$30,000 as possible, with a minimum acceptable price of \$27,000.

Negotiation Scenario

Day of the Negotiation: John walks into XYZ Motors and is greeted by Sarah. They sit down to discuss the purchase.

Initial Offers:

- **John's Initial Offer:** \$24,000
- **Sarah's Initial Offer:** \$30,000

Negotiation Process:

1. John's Strategy:

- John is aware that he might not get the car for \$24,000 but starts low to create room for concessions.
- He emphasizes his research on market prices and mentions a competitor offering a similar model for \$26,000.

2. Sarah's Strategy:

	<ul style="list-style-type: none"> ○ Sarah knows the list price is \$30,000 and mentions the high demand and limited supply of the model to justify the price. ○ She provides detailed features and benefits of the car, trying to anchor the price around \$30,000. <p>First Concession:</p> <ul style="list-style-type: none"> • John: "I understand the car is priced at \$30,000, but given my budget constraints and the competitor's price, could we consider \$25,000?" • Sarah: "I appreciate your offer, John. However, considering the value of this car, the best I can do is \$28,500." <p>Second Concession:</p> <ul style="list-style-type: none"> • John: "I really like this car and want to make a deal today. How about we settle at \$26,000?" • Sarah: "I can see you're serious about buying this car. Let me check with my manager." <p>Manager's Involvement:</p> <ul style="list-style-type: none"> • Sarah discusses with her manager, who allows her to drop the price to \$27,000, the lowest they can go. • Sarah: "John, after discussing with my manager, the best offer we can provide is \$27,000." <p>Final Offer:</p> <ul style="list-style-type: none"> • John: "I appreciate your effort. \$27,000 is still a bit high for me. Can we finalize it at \$26,500?" • Sarah: "Let's meet halfway at \$26,750. That's our final offer." <p>Resolution:</p> <ul style="list-style-type: none"> • John: "Deal. I agree to \$26,750." 		
Q 18	Develop the negotiation preparation document for John.	15	CO4
Q 19	What kind of negotiation is it and why? How did John's and Sarah's initial offers influence the negotiation process?	15	CO4