

## Answering Key (2023)

**Answer the following Questions:**

**each one (20) mark**

- 1) In introducing negotiation, there are different views and facets of negotiation, discuss them briefly.
  - Firstly, there is a more opportunistic vision, leading the negotiation exclusively to obtain an advantage, trying to conquer people to have control of the situation.
  - Negotiation may be defined as a bilateral process of communication with the objective of reaching a shared decision.
  - The pursuit of an agreement: "negotiation is the process of communicating back and forth for the purpose of reaching a joint agreement about differing needs or ideas".
  - Negotiation means agreement and thus assumes the existence of affinities and an initial base of common interests that approximate people and establish relationships and dialogue to improve the search for common targets.
  - Negotiation is justified only if there are both common and conflictual interests. If all interests are common, the negotiation has no significance. If they are completely conflicting, negotiation is almost impossible, as both sides seek to achieve exactly the same result: winning.
  - From the stream strongly concerned with human relationships, "negotiation is a process that could profoundly affect every type of human relationship and produce lasting benefits for all participants".
  
- 2) Unlike the distributive situation, an integrative negotiation encourages negotiators to do several activities, write down only five of them.
  - Provide significance information about their circumstances
  - Explain why they want to make a deal.
  - Talk about their real interests or business constraints.
  - Reveal and explain in general terms their preferences among issues or options.
  - Consider and reveal any additional capabilities or resources they have might meet the other side's interests and could be added to the deal.
  - Use what they learn to find creative options that will meet the interests of both parties to the greatest extent possible.
  
- 3) What should bargainers do when asked about areas they would prefer not to disclose?

- Firstly, they can simply ignore the question and focus on what they would like to discuss.
- If they can get the other participant caught up in the area they are addressing, he may forget to restate the original question.
- Second, if they are asked a two or three-part question, they can focus on the part they like and ignore the other parts.
- Third, they can over or under answer a question. In response to a specific inquiry, they can provide a general answer, and in response to an expansive question, they can provide a narrow reply.
- Fourth, they can misinterpret the inquiry and answer their reframed question. During the information exchange, participants should try to discover what items each side prefers to obtain.

4) What are the top 10 factors for successful negotiating?

Know what you want.

Know the other side.

Consider the timing and method of negotiations.

Prepare point by point.

Offer benefits for accepting your offer.

Frame your negotiation around one or two key points.

Know your BATNA.

Prepare options for mutual gain.

Listening is the most powerful negotiation skill.

Use the power of the draft.

5) Choose the correct answer:

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| <p>1) behavioral negotiation approach assumes:</p> <p><b>D. Win-lose, role of perceptions &amp; expectations</b></p>               | <p>2) People styles in negotiation process:</p> <p><b>B. Collaborating.</b></p>  |
| <p>3) Situations in which collective interests are at odds with private interests are called:</p> <p><b>B. Social dilemmas</b></p> | <p>4) When the seller's reservation price does not in match with the Buyer's reservation price, what is the situation:</p> <p><b>B. There isn't a ZOPA</b></p> |

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