

تفاهوت

Syrian Arab Republic

Damascus University

Open Learning Center

Small Business Management Program



Subject: Negotiation Management

Final Exam

Date: 30/08/2023 **Time:**

سلم التصحيح

Answer the following Questions:

each one (25) mark

- 1) People want to do something together, in this context: Define Negotiation and discuss the major points that could be recognized.

Negotiation is a process where parties with differences which they need to resolve are trying to reach an agreement through exploring for options and exchanging offers and an agreement. In this context, we can recognize the following points:

Firstly, negotiation is a process – a sequence of activities, perhaps with an underlying pattern.

Secondly, we need two parties for a negotiation. Having more than two parties does not alter the fundamental duality of the process.

Thirdly, there must be differences. If there are no differences there is no need to negotiate and because there are differences, we can expect some conflict and competition.

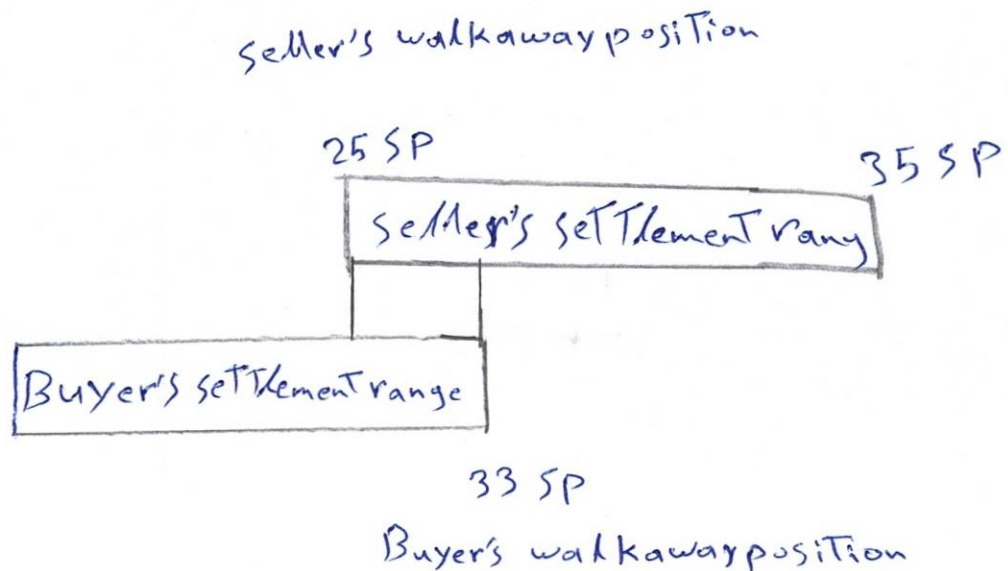
Finally, negotiations result in an agreement, which might be an agreement to walk away. The notion of "agreement" sounds positive but nothing about negotiation guarantees that an agreement is a positive outcome; the parties might agree but only reluctantly.

- 2) There are many roles of attentive listening, discuss only five of them.
1. Be motivated to listen. Realize that the person with the most information usually receives the better outcome in a negotiation.
 2. If you must speak, ask questions. Your questions should have two goals: to get more specific and better refined information, and to uncover your counterpart's needs and wants.
 3. Be alert to nonverbal cues, a negotiator doesn't usually put his entire message into words.
 4. Let the other party tell his/her story first. A printing salesperson once explained how he had tried to impress a new prospect by mentioning that his company specialized in two and four color printing. The prospect then told the salesperson that her primary need was for one color printing,
 5. Do not interrupt when the other party is speaking. When you interrupt a speaker, you are not only being rude, you may also be cutting off information that could help you later in the negotiation.
 6. Fight off distractions. Try to create a situation in which you can think clearly and avoid interruptions.
 7. Write everything down. It is amazing how much conflicting information will come up later in the negotiation.
 8. Listen with a goal in mind. Know what you want to find out, and then listen and look for verbal and nonverbal cues that provide the information you are seeking.
 9. Give the other party your undivided attention.
 10. React to the message, not the person. If you are going to react to something the other party says or does, attack the message, not the person.
 11. Don't get angry. In the angry mode, you tend to shut out your counterpart, and you are probably not in a frame of mind to make the best decisions.
 12. Remember, it is impossible to listen and speak at the same time.

3) Case Study:

You have earned this year 13 SP, and you are currently riding a bike that is worth 20 SP. You are thinking to replace it with a brand new one. There is a shop near your home selling bicycles for 35 SP. However, you have been informed that this shop would accept to negotiate a deal but not less than a 25 SP. Did you believe there is a ZOPA? Draw a graph that explain that.

Yes I believe there is a ZOPA.



4) Choose the correct answer:

1) Non-verbal "anchoring" could be: A. Words. B. First impression C. Nervous laugh D. All the above	2) One of Strategic Approach Limitations: A. Emphasis on positions. B. Over-emphasis on power C. Time consuming. D. None of the above.
3) Prisoner's dilemma considered to be a type of: <input checked="" type="checkbox"/> A. Social dilemmas B. Economic dilemmas C. Negotiating skills D. All the above	4) Framing and reframing strategies and techniques include one of the following: A. Hard. B. Perspective taking C. A+B D. None of the above.

**End of Questions
Best Luck**

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