

First Question: Define **five** of the following Statements: Negotiation -Reservation Price- Win to Wine Model -DNA of Negotiation -ZOPA-BATNA- WATNA. (10 Markes)

Second Question: What are the top ten factors for successful negotiation? (20 Markes)

Third Question: What are the twelve attentive Listening Skills and explain one of them ? (20 Markes)

Fourth Question: List the seven elements of negotiation? (10 Markes)

Fifth Question: Choose the correct answer: (40 Markes)

1) Integrative negotiation encourages negotiators to do the following: A. Talk about their real interests B. Hide significant information C. Explain why they want to make a deal. D. A+C	5) Principled negotiation is grounded on: A. Combine people with the problem B. Focus on interests, not positions C. Win-win model D. Lose-lose model
2) Multiparty Negotiations mean: A. Multi-phase transactions and future dealings B. Business and professional negotiations involve more than two parties C. Get beneath the surface D. Others	6) The types of negotiators are: A. Soft B. Hard and principled C. Soft and hard D. A+B
3) Any successful negotiation must have a fundamental framework based on follow: A. How flexible a party is willing to do B. What trade offs it is willing to make. C. The minimum threshold for negotiated deal D. A+B+C	7) Three levels of listening to get information: A. Selective, responsive and style B. Selective, trustworthy and style C. Responsive, Selective and playback D. A+B+C
4) Enhancing Negotiation Skills: A. People Skills cannot make the difference B. Negotiation is not merely a series of compromises C. Develop a bad plan before beginning to negotiate D. B+C	8) pTactical tasks for negotiator in a distributive bargaining: A. Assess the party's outcome values B. Manipulate the actual costs of delaying C. Modify the actual costs of delaying D. A+B

Questions Ended

Good Luck

Dr. Housam DARWISH

Grading Rubric for Negotiation Management Course

First Question: Define **five** of the following Statements: Negotiation -Reservation Price- Win to Wine Model -DNA of Negotiation -ZOPA-BATNA- WATNA. **(10 Marks)**

Answer: Two marks for each one of five required definitions

Negotiation: is a process where parties with differences which they need to resolve, are trying to reach an agreement through exploring for options.

Reservation Price: is sometimes called the walk-away point because it is the least favorable price that two parties – a buyer and seller- agree to after negotiating a contract.

Win to Wine Model: in this model, each and every individual involved in negotiation wins. Nobody is at loss in this model, and everyone is benefited out of the negotiation.

DNA of Negotiation: can be viewed as the key elements or links which give life and structure to a negotiation – reciprocity, trust, power, information exchange, ethics and outcome.

ZOPA: Zone of possible agreement describes zone between two parties where an agreement that both parties can agree to. Within this zone, an agreement is possible.

Or ZOPA is the area in which a deal that satisfies both parties can take place.

BATNA: is the course of action that will be taken by a party if the current negotiations fail and an agreement can not be reached. A party should generally never accept a worse resolution than its BATNA

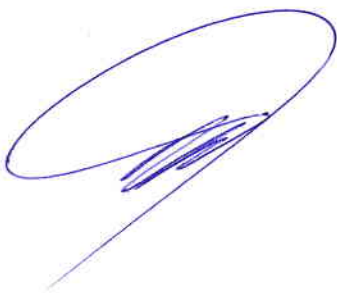
WATNA: is an option you may have to accept if you and other party do not reach an agreement and your BATNA falls through for some reason.



Second Question: What are the top ten factors for successful negotiation? **(20 Marks)**

Answer: Two marks for each of the following

- 1-know what you want
- 2-Know the other side
- 3- consider the timing and method of negotiations
- 4-prepare points by point
- 5-Offer benefits for accepting your offer
- 6- Frame your negotiation around one or two key points
- 7-Know your BATNA
- 8- Prepare options for mutual gain
- 9- Listening the most powerful negotiation skill
- 10- Use the power of the draft



Third Question: What are the twelve attentive Listening Skills and explain one of them ?
(20 Marks): the student will take two marks for nine of following so they will gain (19*2=18)

Answer:

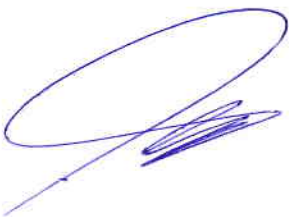
- 1-be motivated to listen
- 2-if you speak, ask questions
- 3-Be alert to nonverbal cues
- 4-let the other party tell his/her story first
- 5-do not interrupt when the other party is speaking
- 6-Fight off distractions
- 7-Write everything down
- 8-Listen with a goal in mind
- 9- give the other party your undivided attention
- 10-react to the message, not the person
- 11-Do not get angry
- 12-remember, it is impossible to listen and speak at the same time.

Explain only one of them and the student will take two marks as follow:

1. Be motivated to listen. Realize that the person with the most information usually receives the better outcome in a negotiation. This fact should be incentive enough to be a better listener! The more you can learn, the better off you will be.
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. His verbal message may convey honesty and conviction while his gestures, facial expressions and tone of voice convey doubt.
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. The salesperson replied that, of course, his company also did one-color printing, but the prospect had already made the decision not to give him her business.



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. Interruptions tend to prevent negotiations from proceeding smoothly, and may even cause a setback.
7. Write everything down. It is amazing how much conflicting information will come up later in the negotiation. If you are able to correct your counterpart or refresh his memory with facts and figures from earlier in the session, you will earn both credibility and power.
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. When you hear specific bits of information, such as your counter part's willingness to concede on the price, proceed to more specific questions.
9. Give the other party your undivided attention. Your goal is to create a win/win outcome so your counterpart will be willing to negotiate with you again. Thus, he needs to think you are fair, honest and decent. One way to help achieve this goal is to pay close attention to your counterpart. Look to him in the eyes. Also observe his nonverbal behavior-what message is it sending? Careful observation will help you determine the true meaning behind your counterpart's words
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. If you offend your counterpart's dignity, he will not be willing to negotiate with you again.
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. Emotions of any kind hinder the listening process.
12. Remember, it is impossible to listen and speak at the same time. If you are speaking, you are tipping your hand and not getting the information you need from your counterpart



Fourth Question: List the seven elements of negotiation? (10 Marks)

Answer: Two Marks for five words of following

- 1-Interests
- 2-Legitimacy
- 3-Relationship
- 4-Alternatives
- 5-Options
- 6-commitments
- 7-Communication

Fifth Question: the correct answer as follow: (40 Marks – Five marks for each question)

1) Integrative negotiation encourages negotiators to do the following: Correct answer (D). A+C	5) Principled negotiation is grounded on: Correct answer (B) Focus on interests, not positions
2) Multiparty Negotiations mean: Correct answer (B) Business and professional negotiations involve more than two parties	6) The types of negotiators are: Correct answer (D) A+B
3) Any successful negotiation must have a fundamental framework based on follow: Correct answer (D) A+B+C	7) Three levels of listening to get information: Correct answer (C) Responsive, Selective and playback
4) Enhancing Negotiation Skills: Correct answer (B) Negotiation is not merely a series of compromises	8) Tactical tasks for negotiator in a distributive bargaining: Correct answer (D) A+B

