Syrian Arab Republic





Damascus University - Open Learning Center - Small Business Management Program

Subject: Negotiation Management Final Exam

Date: 21/10/2024

Answer the following Questions:

each one (25) mark

Q1: Regarding negotiation approaches, compare Structural approach with Strategic approach.

Structural approaches to negotiations consider negotiated outcomes to be a function of the characteristics or structural features that define each particular negotiation. These characteristics may include features such as the number of parties and issues involved in the negotiation and the composition or relative power of the competing parties.

Strategic approach: strategy can be defined as a plan, method, or series of maneuvers for obtaining a specific goal or result. Strategic approaches to negotiation have roots in mathematics, decision theory and rational choice theory, and also benefit from major contributions from the area of economics, biology, and conflict analysis.

Q2: Regarding the main stages of negotiation process, bargainers can use blocking techniques similar to those used by politicians on talk shows; discuss them briefly.

First, they can simply ignore the question and focus on what they would like to discuss.

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.

Fourth, they can misinterpret the inquiry and answer their reframed question.

- Q3:**Case Study (Syrian Context):** A Syrian construction contractor and a client are negotiating additional costs for project changes during the final stages of closing a rebuilding contract in Aleppo. Due to Syria's ongoing reconstruction efforts and economic challenges, the contractor (seller) faces rising material costs and currency volatility. Seller's Position:
- o Ideal Outcome: The contractor seeks \$1 million to cover all extra work, including profit margins to offset inflation and currency risks in Syria's unstable economy.
- Worst-Case Scenario: They reluctantly accept \$600,000 (minimum), which barely covers marginal costs (materials and labor) with no profit, fearing prolonged disputes could harm their reputation in Syria's tight-knit business community.

Buyer's Position:

- o Ideal Outcome: The client, a Damascus-based NGO funding the rebuild, aims to pay \$0 extra, citing budget constraints and donor limitations.
- Worst-Case Scenario: They agree to a maximum of \$700,000 for approved changes, adhering to "contractual rates" pre-negotiated in Syrian Pounds (SYP) before the currency's severe devaluation.

In this case study: what are the BATNA & Reservation Price for each the Buyer & the Seller. And is there a possibility for a ZOPA, Please draw a diagram explaining this scenario.

RP -> Bayer: 700, - 5

BATNA > Bayer: 0 1

RP -> Seller: 600, - 5

BATNA > Seller: 1,000,000 S

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Q4: Choose the Correct Answer:

1)In Multiparty negotiations:	2)In U.S. approaches to negotiation:
A. Failure to perform warns the other side.	A. U.S. negotiators are polite.
B. Coalitions can form among parties.	B. They focus on areas of disagreement.
C. Allow parties to become familiar.	C. Responsibility to others
D. A + B.	D. B + C
3)Negotiators from polychromic tend to:	4)Negotiation outcomes include:
A. Schedule breaks.	A. Four outcomes.
B. Prefer to talk in sequence.	B. Seven outcomes.
C. A+B.	C. Five outcomes.
D. Start & end meeting at flexible times.	D. None of the above.
5)Types of social dilemmas are:	
A. three.	
B. Six.	
C. Eight.	
D. None of the above	



