

Soft Skills, Assignment IV

July-October 2023

Full Marks: 15

I. Fill in the blanks with appropriate words given in brackets:

06

- a. _____ is one of the five C's that hampers the right attitude of communication. (counselling/**contending**)
- b. Who said it about culture and communication, 'Culture is a code.... Communication requires coding and symbols that must be learned and shared'? _____
 - i. (Matthew Arnold in 'Culture and Anarchy'/ **Alfred Smith in 'Communication and Culture'**)
- c. BATNA, WATNA and ZOPA are related to _____ skills. (**Negotiation**/ Social)
- d. The most acknowledged style for a successful negotiation is _____. (**Purple**/ Red)
- e. People from _____ use poetic language in dealing with the customer. (North-America/ Arabs)
- f. We should move from ethno-centrism to _____. (**ethno-relativism**/ Euro-centrism)

III. Given below are multiple-choice questions having four options. Select the most suitable option as your answer.

05

1. What is the full form of BATNA?

- a. Best Agreement Technique for negotiation and Agreement
- b. Best Arrangement Technique for negotiation and adoption
- c. **Best Alternative to a Negotiated Agreement**

d. Best Acquisition Technique for Navigation and Advancement

2. What does organizational communication represent?

- A. Feedback
- B. Replication
- C. Transmission
- D. All of the above**

3. Which among the following is not an element of culture?

- A. Ritual
- B. Identity
- C. Language
- D. Diplomacy**

4. On the negotiating table you should _____

- A. strictly follow the planning that you made before the negotiation.
- B. be prepared for the unprepared condition.**
- C. ask the negotiator to cancel the negotiation.
- D. all of the above

5. If you find that a deadlock during the negotiation, then how will you handle it?

- A. Will become confrontational
- B. I will explain the consequences.
- C. Will use the ethical aspect of the agreement.
- D. Both B&C**

III. Given below are multiple choice questions having four options. Select any of the two most suitable options as your answer. **04**

1. Why does learning about cultures becomes essential for a professional in an organization?

A. It deviates the professional from the given target.

B. It helps in planning different strategies for different communities.

C. It helps to understand the heterogeneity of different social groups.

D. None of the above

2. Which among the following are not true about culture?

A. Culture represents identity and other social discrimination.

B. People belonging to low cultural contexts are supposedly rational.

C. Cultural studies can be ignored as it does not impact the handling of customer directly.

D. Becoming cross cultural means denying the dynamic aspect of culture.
