



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : BTE3693

COURSE : BUSINESS NEGOTIATION

SEMESTER/SESSION : 2, 2024/2025

DURATION : 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING THE COVER
PAGE

QUESTION 1

- a) Explain why conducting a comprehensive self-assessment is crucial before entering a negotiation, and identify the key components that should be included in this self-assessment. (6 marks)
- b) Justify why building a relationship with your counterpart is important before and during a negotiation, and what strategies can be used to achieve this. (4 marks)
- c) Explain the significance of knowing your BATNA before entering a negotiation. (3 marks)
- d) Discuss **TWO (2)** importance of being ready to improvise during a negotiation and outline the strategies to enhance your ability to think on your feet. (4 marks)

QUESTION 2

- a) Define the Zone of Possible Agreements (ZOPA) and explain its significance in the negotiation process. (2 marks)
- b) Explain the concept of a positive bargaining zone and its importance in negotiations. (3 marks)
- c) Define BATNA and its significance in the negotiation process. (2 marks)
- d) Explain the impact of having a strong BATNA versus a weak BATNA in a negotiation by using a scenario of selling a car. (10 marks)

QUESTION 3

- a) Define what is win-win (integrative) negotiation. (2 marks)
- b) Interpret **TWO (2)** most common pie-expanding errors in negotiation. (2 marks)
- c) Explain **THREE (3)** approaches how to avoid lose-lose agreements in negotiations. (3 marks)
- d) Give **THREE (3)** common assumptions made by untrained negotiators that lead them to view negotiation as a pie-slicing task. (3 marks)
- e) Describe **FIVE (5)** commonly used but ineffective win-win strategies in negotiations. (10 marks)
- f) Give **SEVEN (7)** effective pie-expanding strategies in negotiations. (7 marks)

- g) Explain **FIVE (5)** strategic frameworks for reaching integrative agreements in negotiations. (5 marks)

QUESTION 4

- a) Present **FIVE (5)** tools for an overly cooperative negotiator. (5 marks)
- b) Produce **FIVE (5)** tools for an overly competitive negotiator. (5 marks)
- c) Interpret the **TWO (2)** approaches negotiators use in dispute resolution and discuss their implications for the negotiation process. (4 marks)
- d) Discuss **THREE (3)** strategic advice for dealing with emotions at the negotiation table. (3 marks)

QUESTION 5

- a) Present **TWO (2)** factors that lead to mistrust in negotiations. (4 marks)
- b) Produce **TEN (10)** steps involved in repairing broken trust in negotiations. (10 marks)
- c) Explain the significance of reputation in negotiation. (3 marks)

-----End of question-----

