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School of Business
Bachelor of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem V - D1UA512T - Negotiation and Conflict Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What are informal intervention methods of negotiation, and how do they differ from formal negotiation processes? K1 (2)
- 2) Classify the various types of Power used in Negotiation K2 (4)
- 3) Explain various issues involved in negotiation. Explain about the requirements needed for preparation for negotiations K2 (6)
- 4) Negotiation is a strong tool for conflict resolution. Identify key role of Negotiation with proper example K3 (9)
- 5) As a consumer, you experience a problem with a product you purchased. Apply BATNA to negotiate a resolution with the company's customer service. K3 (9)
- 6) Imagine you are a job candidate who has received a job offer from Company X. You are excited about the opportunity, but you believe that your skills and experience warrant a higher salary than the initial offer. You decide to apply the BATNA (Best Alternative to a Negotiated Agreement) concept to guide your salary negotiation process. Determine the use your BATNA to strengthen your position and improve your chances of getting the desired raise? K5 (10)
- 7) Your company is bidding for a lucrative contract. Examine how can you leverage your BATNA to position your proposal more competitively and increase your chances of winning? K4 (12)
- 8) "Distributive bargaining" and "integrative bargaining" are two different approaches to negotiation and conflict resolution. They represent contrasting strategies for reaching agreements between parties with conflicting interests. Differentiate between Distributive and Integrative Bargaining K5 (15)

- 9) Imagine you are a procurement manager for a manufacturing company that relies heavily on a critical component supplied by Company A. The current contract with Company A is about to expire, and you need to negotiate a new contract that ensures a stable supply of the component while optimizing costs. Applying the BATNA (Best Alternative to a Negotiated Agreement) concept can help you navigate this negotiation effectively. How can you leverage your BATNA to negotiate better terms and pricing? Justify. K5 (15)
- 10) Discuss three conflict management strategies focused on individuals that managers can use to reduce or eliminate conflict within organizations. Give a specific business example of how each of these strategies could be used by a manager in a specific situation of your choosing. K6 (18)