Seat No:_____ Enrollment No:_____

PARUL UNIVERSITY

FACULTY OF MANAGEMENT

MBA Summer 2023-24 Examination

Semester: 04 **Date: 18/04/2024**
Subject Code: 06220251 **Time: 1:30am to 4:00pm**
Subject Name: International Trade Negotiation **Total Marks: 60**

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	**Do as Directed.**			**CO**	**PO**	**BT**
	Multiple choice type questions/Fill in the blanks. (Each of 1 mark)		**(05)**			
	1. As compared to unannounced negotiation, formal negotiation			**1**	**2**	**1**
	a) Is more time consuming	b) requires less preparation				
	c) Is simpler	d) Is more difficult				
	2. Informal negotiation involves			**2**	**1**	**2**
	a) Three people	b) Two people				
	c) Five people	d) Four people				
	3. Persuasion is an essential element of effective negotiation because it helps in			**3**	**1**	**2**
	a) Settling issues between two parties	b) Effecting agreements and solutions in the interest of all				
	c) Both of the above	d) None of the above				
	4. The final aim of negotiation is to			**1**	**2**	**1**
	a) Win at all cost	b) End a dispute				
	c) Reach an agreement	d) Implement an agreement between two parties				
	5. A negotiation is discussed in a tone that focuses attention on the need to reach a satisfactory solution by			**2**	**1**	**1**
	a) Setting conditions	b) Making proposals				
	c) Joint problem Solving	d) Force				
B).	**Define the following. (Each of 1 mark)**		**(05)**			
	1. Culture			**2**	**1**	**2**
	2. Negotiators			**1**	**2**	**1**
	3. Halo Effect			**3**	**1**	**2**
	4. Language			**2**	**1**	**3**
	5. Active Listening			**3**	**1**	**2**
C).	**Direct questions. (Each of 1 mark)**		**(05)**			
	1. What is personality?			**1**	**2**	**1**
	2. Differentiate strategy with tactics.			**2**	**1**	**1**
	3. List of skills required to be a good negotiator.			**2**	**1**	**2**
	4. What is Values and Norms?			**1**	**2**	**1**
	5. What is International Trade?			**3**	**1**	**2**
Q.2	**Answer the following questions.**					

A).	Explain the impact of Personality, organizational culture on cross selling negotiation.	**(07)**	**1**	**2**	**3**
B).	What are the errors an individual can observe during Processing Information?	**(08)**	**3**	**2**	**1**
Q.3	**Answer the following questions.**				
A).	What is Halo Effect? Please discuss its impact on the cross cultural communication.	**(07)**	**1**	**2**	**1**
B).	What is Nonverbal Communication? Please discuss its impact on Cross cultural communication.	**(08)**	**2**	**1**	**1**
Q.4	**Attempt any two questions. (Each of 7.5 mark)**	**(15)**			
	1. "Knowing the Bottom Line Is Power" Do you agree or not with statement? Why?		**1**	**2**	**3**
	2. What is the impact of Cross cultural communication on the International Trade? Briefly discuss with relevant example.		**3**	**2**	**1**
	3. What is your opinion on use of local language by the home country negotiator during the cross cultural communication? Whether it's beneficial or not?		**1**	**2**	**1**
	4. What is Cross cultural Negotiation? Briefly discuss the negotiation process with relevant example.		**2**	**1**	**1**