

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA., Summer 2017-18 Examination**

**Semester: 4**  
**Subject Code: 06204251**  
**Subject Name: International Trade Negotiation**

**Date: 21-05-2018**  
**Time: 10:30AM to 01:00PM**  
**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.****A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. On the other hand negotiation, also called “integrative bargaining”, refers to win-win negotiation where both or all parties involved can end up with equally beneficial or attractive outcomes.
 

a) True	c) False
b) Can't say	d) None of above
2. “letter of award” (also called letter of intent/acceptance) after the first stage.
 

a) True	c) False
b) Can't say	d) None of above
3. The style of the \_\_\_\_\_ negotiators is perhaps the most aggressive of all the groups. In particular, they used the highest percentage of threats and warnings (together, 8%). They also used interruptions, facial gazing and “no” and “you”:
 

a) French	c) India
b) Brazil	d) Mexico
4. The final aim of negotiation is to \_\_\_\_\_.
 

a) Win at all cost	c) Implement an agreement between two
b) Reach an agreement	d) End a dispute
5. Masculinity leads to ego-boosting behaviors and sympathy for the strong on the part of negotiators and their superiors.
 

a) True	c) False
b) Can't Say	d) None of above

**B).Define the following. (Each of 1 mark) (05)**

1. The Promethean Temperament (NT):
2. Individualism
3. Power distance
4. Clique Formation
5. Centrality

**C).Direct questions. (Each of 1 mark) (05)**

1. What is conflict and cooperation?
2. What is culture?
3. What is Face-to-Face Negotiation?
4. What is Personality?
5. The environment

**Q.2 Answer the following questions.**

**A).Explain Time in International Negotiation. (07)**

**B).“Written Documents as a Basis for Mutual Trust Between the Parties” Comment. (08)**

**Q.3 Answer the following questions.**

- A). Emotions and Conflict-Handling Styles in Cross-Cultural Negotiations are same or different? **(07)**  
Explain with suitable examples.
- B). "Ignorance of the Other Party's Culture as an Obstacle to the implementation of an Integrative Strategy in Negotiation" Comment. **(08)**

**Q.4 Attempt any two questions. (Each of 7.5 mark) **(15)****

1. Explain the Influence of Time on International Business Negotiations
2. "It has been suggested that the key attributes desired in a salesperson in a cross-cultural selling situation include openness and sensitivity to others, cultural appreciation and awareness, ability to relate across cultures, awareness of one's own culturally derived values, and a certain degree of resilience to bounce back after setbacks." Comment.
3. "We find that cultural differences cause four kinds of problems in international business negotiations." Please explain those four problems in detail.
4. Explain the impact of Personality, organizational culture on cross selling negotiation.