

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2018 - 19 Examination

Semester: 4**Subject Code: 06204251****Subject Name: International Trade Negotiation****Date: 22/4/2019****Time: 10.30 a.m. To 1.00 p.m.****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. MBTI stands for _____
 - a) Myers-Briggs Type Indices
 - b) Mayols-Briggs Type Indicator
 - c) Myers-Brindas Type Indicator
 - d) Myers-Briggs Type Indicator
2. Masculinity leads to ego-boosting behaviors and sympathy for the strong on the part of negotiators and their superiors.
 - a) True
 - b) Can't Say
 - c) False
 - d) None of above
3. Time is regarded as a scarce resource or, conversely, as plentiful and indefinitely available.
 - a) True
 - b) Can't Say
 - c) False
 - d) None of above
4. As compared to unannounced negotiation, formal negotiation _____.
 - a) Requires less preparation
 - b) is more time consuming
 - c) is simpler
 - d) is more difficult
5. The final aim of negotiation is to _____.
 - a) Win at all cost
 - b) Reach an agreement
 - c) Implement an agreement between two parties
 - d) End a dispute

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

- 1 Negotiators
- 2 Masculinity
- 3 Clique Formation
- 4 Economicity of Time
- 5 Third Parties

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

- 1 What is conflict and cooperation?
- 2 What is culture?
- 3 Differentiate strategy with tactics.
- 4 What is the Epimethean Temperament?
- 5 What is Face-to-Face Negotiation?

Q.2 Answer the following questions.**A). Explain the various dimensions of cultural organization. (07)**

Religions continue to be an important aspect of most societies. Religions influence how

B). people do business in different parts of the world. Pick two religions and discuss how they affect the business negotiation. (08)**Q.3 Answer the following questions.****A). Explain the pattern of Communication with relevant example. (07)****B). Explain the various characteristics of negotiation process (08)****Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

- 1 "Successful negotiation requires help of agent or not?" Please comment.
- 2 Explain Cultural factors and strategic factors in detail.
- 3 Explain the various significant components of Western culture
- 4 "Negotiations, whether international or not, share some universal characteristics" Explain these common characteristics.