

PARUL UNIVERSITY
FACULTY OF ARTS
M.A. Summer 2017 – 18 Examination

Semester: 2

Subject Code: 15202183

Subject Name: English for Negotiation Skills

Date: 18/05/2018

Time: 10.30 am to 1.00 pm

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.**(08)****A. Follow the instructions to answer questions 1 to 16.**

1 to 10: Read the article given below and fill correct words in blanks to make it complete.

(‘golden’ bridge, solutions, escalation, stalemate, standstill, win win situation, impasse, attacks, confrontation, arguments)

Dealing with deadlock – Negotiation tactics

A good negotiator’s aim is to reach a 1. _____ and a deal. However, in business it is not always possible to take the direct route. Often you may find that you need to address minor problems first in order to avoid 2. _____.

Here are some useful tips:

- Listen to the other party’s explanations actively and respectfully.
- Avoid unnecessary 3. _____. Don’t get into 4. _____.
- Hold back on your reactions and stay focused. Ignore 5. _____.
- Deal with the 6. ____ together. Accept criticism, but rephrase it in a less confrontational style. Try to see the reasons behind the 7. ____ & look for 8. ____.
- Avoid 9. _____. Show the other party that they can only win if you win, too.
- Build a 10. _____ between your positions. The other team should also be winners.

11. Match the sentence beginnings 11 – 16 with the correct endings from a – h

Beginnings:

11. After 48 hours of intensive negotiations in which he slept for...
12. One of the problems of protracted negotiations is that achieving agreement can come...
13. After tense negotiations between the hijackers and air traffic control in Cyprus,...
14. The agreement on limiting television violence represents the climax of several months of intense...
15. The painting has been withdrawn from sale and acquired by the National Gallery
16. The violence broke out, and it took six months...

Endings:

- a. The plane was allowed to land at Larnaca airport
- b. Hour negotiations between the US, the European Union and Japan.
- c. Only one hour, Mr Prescott said, 'It has been both tough and incredibly complicated.'
- d. Of delicate negotiations to put the process back on track.
- e. Negotiations between television executives and the National Parent Teacher Association.
- f. To be more important than anything else, including the final decision.
- g. And likes bargaining about everything.
- h. After last-minute negotiations with the auctioneers, Sotheby's.

B. Explain the terms given below.

(07)

1. SMART goals
2. Cultural Iceberg
3. Difference between proposal and counter-proposal
4. REAL Goals:
5. Difference between issues, positions and interests with reference to negotiation
6. Agenda
7. Exchanging Business cards

Q.2 Answer the following questions in brief.

- A. Which are two basic laws of negotiating and two truths followed for it? (04)
- B. Think of a negotiation situation you were in where you were arguing your position. Could it have been made win – win? How? (04)
- C. Write a brief explanation on 'Adjournment' with example (04)

OR

- C. Define Negotiating. How does Bargaining differ from Negotiating? (04)

Q.3 Answer the following questions.

- A. Reading Comprehension: When you offer to change your position to one that is less favorable to yourself, you make a concession. Perhaps this is in exchange for a concession from the other side, although there is no guarantee of this. Your concession may be a goodwill gesture: a concession that you make hoping that the other side will see this as friendly and make a concession in return. (05)

Even in a friendly negotiation, there may be horse-trading, with each side making a series of concessions in return for concessions from the other side. This expression is often used to show disapproval. If you argue about something for a long time, especially about the price of something, you haggle.

A series of concessions in exchange for concessions from the other side is a series of trade-offs. If you make a concession, you may not get anything back. If you make a trade-off, you give something away and get something in return.

Use expressions from passage above to complete these extracts.

1. The government's approach of 'If you do this, then we'll do that' seem to owe more to political _____ than good policy-making.
2. When London was chosen as the site of the European Bank for Reconstruction and Development, France insisted that a Frenchman get the top job. When Frankfurt was chosen for the European Central Bank, the French again wanted a similar _____.

3. The unions suspended the strike until next week as a goodwill _____ aimed at reopening negotiations with employers' organizations on ending the strike.
4. She is a hard, unforgiving businesswoman making _____ to no one.
5. When too many customers turn up, some airlines have introduced compensation packages to persuade them to take a later flight. Experienced travelers then _____ to get an even better package.

B. Read the Chairman's welcoming speech and fill in the gaps with the words below. (05)
 Meanings of these expressions are given at the end of speech. Match these phrases in the bracket with their meanings after the passage.

(come up with, fall in with, go along with, look forward to, put up)

Chairman's speech

Good morning ladies and gentlemen. It's my great pleasure to welcome you to our first meeting. I hope you had good flights and you've all managed to check into your hotels, where I'm sure you will be well looked after. We have 1. _____ all our guests in an excellent hotel and I think most of the local hotels have 2. _____ some good ideas to make a business traveller's stay satisfactory. I hope you can all 3. _____ the agenda, which was circulated and agreed before the meeting. We feel the meeting should be held in a friendly and co-operative spirit, and hope that you can all 4. _____ our decision to take these values forward into the new venture. This attitude will, I believe, be beneficial for business and I 5. _____ our co-operation.

Meanings: (a) think of, (b) set up in hotel, (c) not argue against, (d) anticipate, (e) accept

C. What tips will you give someone to negotiate successfully? Explain each in brief. (05)

OR

C. Match the sentence parts from A with correct another half from B to complete the sentences (05)

Part A	Part B
1. If we increase the range of stock available,	1. I won't insist on including fiction as well
2. If we say we've already covered all the costs,	2. It will help with sales
3. If they give us a good deal on our list of non-fiction,	3. We'll let them sell their books in our stores
4. If they work with us on the website,	4. They might not want to contribute
5. If we can get a quick agreement,	5. That should help

Q.4 Answer the following questions in detail

A. Read the following conversation. Fill in the gaps with words from the box. If required change the form of given word to noun, verb, adjective, etc... (06)

(alternative, doubt, expect, imagine, opinion, possible, proposal, question, unfortunate, unlike)

A: In order to meet your 1. _____ about the price, can you 2. _____ an increase in order quantity of 25%?

B: No, 3. _____, we cannot. We did, however, 4. _____ an increase by 10% last week.

A: Was that your proposal?

B: Yes, it was, because it is 5. _____ if it is 6. _____ for us to store more.

A: An alternative would be to deliver the goods at shorter intervals.

B: To be honest, It is 7. _____ that we will favor that 8. _____.

A: Another 9. _____ would be to store the goods at a lower price and call off the order when needed. What is your 10. _____?

B: That is out of the 11. _____.

A: Ok, then, what exactly do you 12. _____.

- B.** In the table below there is a list of problems which you have to solve. The proposals are made by your counterpart. Write Alternative 1 and 2 showing your proposals as a step to negotiate and solve the problem. No need to draw table in answer book. Just mention Sr. no and write Alternative 1 & 2 **(06)**

Sr. No.	Problem	Proposal	Alternative 1	Alternative 2
e.g.	Delivery time too long	Deliver larger quantities	Working 3 shifts instead of 2	Deliver at regular intervals
1.	Delivery quantity too big	Return excess amount		
2.	Car is silver instead of black	Keep the car and get three free inspections		
3.	The tailor damaged your dress / suit	Make an identical dress / suit		
4.	You want a pay raise of 5%	A pay raise of 3%		
5.	A fault with your new computer	A new computer		
6.	Price of goods is too high	Reduce price by 7.5%		

- C.** You share an office with a colleague. It is quite hot outside, but the AC is set to mark 25 and you feel comfortable. When you return from your lunch break, you notice that the room is very cold. You check the AC and see that it has been reduced to 18. You turn the AC back to 25 again. Five minutes later, your colleague gets up and reduces it to 18. Develop a dialogue between you and your colleague negotiating the matter – discuss individual's point of view, problems, negotiate and come to common point of agreement. It's a long conversation of 12 dialogues. **(06)**

OR

- C.** A negotiation is successful when both parties... **(06)**
- Feel that they have achieved success
 - Feel appreciated
 - Feel other side was fair
 - Feel that professional and objective standards have been applied
 - Feel the other side will keep the agreement
 - Would deal with each other again.

Explain each of these points in your own words. Give example if required.