

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.Arts Summer 2018 – 19 Examination**

**Semester: 2**  
**Subject Code: 15202183**  
**Subject Name: English for Negotiation Skills**

**Date: 09/04/2019**  
**Time: 10:30am to 1:00pm**  
**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.****(08)****A. 1 to 7: Read the memo given and follow the instructions given below (5.5 marks)**

From: D DaVita (CEO)  
 To: H Gosling (CFO) & J DaVita (Public Relations Consultant)  
 Date: 18 January 2010  
 Subject: Merger meeting – Urgent

Harold, I need you and Johannes to discuss this merger meeting. We do not have to accept all their ideas. But I am quite happy if they choose the venue and appoint the chairperson. I hope 18 February is a suitable date for all.

We must appoint Johannes as our public relations expert. With all the bad publicity that banks are getting following the credit crunch, we are going to need someone to make us look good in the press.

Concerning the corporate centres, I think we will have to agree to close ours. London is a much bigger financial centre. In addition, we can get a good price for the old building. Perhaps we could locate the marketing department in Latvia.

Johannes and I feel that we need to notify customers well before the merger, as many Latvian employees will lose their jobs. We cannot risk a negative effect on the share price as the merger goes ahead.

Now, for the advertising, I am willing to accept the use of a British expert. However, I will agree only if they agree to reduce the number of Oracle branches that have to close in Britain. Our intention is to keep at least a few open.

By the way, my son is interested in combining and updating the computer systems. Perhaps we could trade this idea against the new corporate image. It will look very British anyway due to the British advertising agency. I would also like to add our name to Dominons'. It would be good corporate branding.

I refuse to accept any redundancies among the marketing staff. I will not compromise on this. Some of our people have been with us for 20 years. It may mean that our call centres and some computer centers will have to close. However, these people should soon get new jobs, as there is a need for good people in IT.

Harold, please let me have your thoughts and a proposed agenda by the morning.

DD

(X) Are the following statements true or false.

1. Mrs DaVita wants to be the chairperson at the meeting.
2. She wants the meeting to be in the summer.
3. It is important for her to have Johannes at the meeting.
4. She thinks the headquarters should be in Latvia.
5. She is happy to accept a British advertising company.
6. It is OK with her if all the British branches are closed down.
7. Closing the call centers is not a problem for her.

(Y) Correct the false sentences

**8 to 12:** 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...

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

A: In order to meet your expectation about the price, can you 8. \_\_\_\_\_ an increase in order quantity of 25%?

B: No, unfortunately, we cannot. We did, however, 9. \_\_\_\_\_ an increase by 10% last week.

A: Was that your proposal?

B: Yes, it was, because it is doubtful if it is 10. \_\_\_\_\_ for us to store more.

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

B: To be honest, it is 11. \_\_\_\_\_ that we will favor that alternative.

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

B: That is out of the question.

A: Ok, then, what exactly do you 12. \_\_\_\_\_.

**B. Write phrases and language expressions for the terms and situations given below. (07)**

1. SMART Goals
2. Agenda
3. How are issues, positions and interests different from each other with reference to negotiation?
4. Cultural Iceberg
5. REAL Goals
6. Exchanging Business cards
7. Difference between proposal and counter-proposal

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

**A.** Define Negotiating. How does Bargaining differ from Negotiating? (04)

**B.** Arrange an appointment with a partner to discuss business. Develop a conversation by following the instructions given below (04)

Caller A: call to confirm agenda

Caller B: say you need to add point

Caller A: ask why

Caller B: give reason

Caller A: agree and check date and venue

Caller B: confirm date and venue

Caller A: thank caller and end call politely

Caller B: end call politely

**C.** Think of a negotiation situation you were in where you were arguing your position. Could it have been made win – win? How? (04)

**OR**

**C.** What does 'HIT' refer to? Explain each of them. (04)

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

**A.** Which are the difficulties faced by a leader in a multicultural team? (05)

**B.** 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 10 dialogues. (05)

**C.** Read the Chairman's welcoming speech and fill in the gaps with the words below. 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 (05)

**OR**

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

**Q.4 Answer the following questions in detail**

**A.** Explain the following terms in brief. (06)

1. Task Conflict
2. Procedural conflict
3. Asking Questions

4. Uncovering interests
5. Dirty tricks
6. BATNA

- B.** Expressions and phrases for the situations mentioned below **(06)**
- a. Formal questions to confirm details
  - b. Adding in a final point and justifying it
  - c. Asking for and clarifying information
  - d. Expressing probabilities
  - e. Expressing improbabilities
  - f. Conditions and possible results
  - g. Clarifying information and expressing opinions
  - h. To slow conversation down
  - i. Making suggestions and Expressing partial agreement
  - j. Encouraging agreement with views
  - k. Building the golden bridge
  - l. Describing current / future situations

- C.** The most difficult aspect in negotiation preparation is finding out about the other side. It is demanding work, but it will pay off in making your negotiation successful and effective. Which are the key points to check off before you start your negotiation? **(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.