

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.Arts. Winter 2018-19 Examination**

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

**Date: 22/12/2018**  
**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.****(08)****A. 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. \_\_\_\_\_ and 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.

**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.

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.

**Instructions: Use expressions from passage above to complete these extracts.**

11. The government’s approach of ‘If you do this, then we’ll do that’ seem to owe more to political \_\_\_\_\_ than good policy-making.
12. 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 \_\_\_\_\_.
13. The unions suspended the strike until next week as a goodwill \_\_\_\_\_ aimed at reopening negotiations with employers’ organizations on ending the strike.
14. She is a hard, unforgiving businesswoman making \_\_\_\_\_ to no one.
15. 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.

16. Haier company has launched all household electronic appliances and they say that with the guarantee of two years of almost all parts in case of any damage they are ready to have full payment in \_\_\_\_\_ for the product purchased

**B. Write language expressions / phrases for the situations mentioned below (07)**

1. Formal questions to confirm details
2. Adding in a final point and justifying it
3. Asking for and clarifying information
4. Expressing probabilities
5. Expressing improbabilities
6. Conditions and possible results
7. Clarifying information and expressing opinions

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

- A.** Define Negotiating. How does Bargaining differ from Negotiating? (04)
- B.** Write a brief explanation on 'Adjournment' with example (04)
- C.** 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

**OR**

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

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

- A.** Explain the following terms in brief. (05)

1. - SMART goals, 2. - Agenda, 3. - Difference among issues, positions and interests with reference to negotiation, 4. - Cultural iceberg, 5. - REAL goals

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

- C.** Match the sentences from Part A to Part B to complete the sentences (05)

Part A

1. If we increase the range of stock available,
2. If we say we've already covered all the costs,
3. If they give us a good deal on our list of non-fiction,
4. If they work with us on the website,
5. If we can get a quick agreement,

Part B

1. I won't insist on including fiction as well
2. It will help with sales
3. We'll let them sell their books in our stores
4. They might not want to contribute
5. That should help

**OR**

- C. Instruction 1:** Read the Chairman's welcoming speech fill in the gaps with the words below. (05)

(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.

**Instruction 2:** Meanings of these expressions are given here. Match these phrases in the bracket with their meanings.

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

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

**A.** Explain the following terms in brief.

(06)

1. – Exchanging Business cards, 2. – difference between proposal and counter-proposal, 3 – Pitfalls of body language, 4 – BATNA, 5 – Asking Questions, 6 – Closing negotiations

**B.** Read the given Memo and follow the instructions.

(06)

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

**Instruction: Are the following statements true or false. Correct the false sentences**

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

- 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. 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)