


Name:	
Enrolment No:	

UPES
End Semester Examination, May 2023

Course: Introduction to Trade Negotiations **Semester: IV**
Program: BBA FT **Time: 03 hrs.**
Course Code: INTB2014P **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt the following questions.		CO1
(a)	Write the full form of “ZOPA”.	2	
(b)	Distributive integration is always a (win-win/win-lose) scenario.	2	
(c) (Arbitration/Mediation) is the process of use of impartial third party to resolve contractual dispute.	2	
(d)	Law of (reciprocity/scarcity) states that in many social situations we pay back what we received from others.	2	
(e) (Culture/Communication) is the feature and knowledge of a particular group of people, bounding language, religion, cuisine, social habits, music, and arts.	2	
(f)	Mention two countries having a high collectivistic index of culture.	2	
(g)	Define – “Power Distance”.	2	
(h) (anchoring/altering) is the tendency to give too much weight to the first number put on the table and then inadequately adjust from that starting point.	2	
(i)	The..... (framing/counter anchoring/negotiator's dilemma) describes the choice a negotiator must make between following a competitive strategy or a cooperative strategy when engaging with another party.	2	
(j)	Explain the concept of “Material Culture”.	2	

SECTION B
4Qx5M= 20 Marks

Q	Write short notes on the following topics.		CO2
Q2	Counter-Anchoring	5	
Q3	Integrative negotiation	5	
Q4	High context cultures	5	
Q5	Persuasion in trade	5	

SECTION C
3Qx10M=30 Marks

Q	Attempt the following questions.		CO3
Q6	Discuss the six laws of persuasion in detail.	10	
Q7	Elucidate the different styles of negotiation.	10	
Q8	What are the main determinants of personality?	10	

SECTION-D
2Qx15M= 30 Marks

Q	Attempt the following questions.		CO4
Q9	Analyze the nine steps of negotiation. Mention the key points that must be analyzed in SWOT analysis while negotiating for a trade deal.	15	
Q10	Critical comment over the different cultural dimensions of any country and their impact on the trade negotiation.	15	