**UNIVERSITI UTARA MALAYSIA**

**FINAL EXAM**  
**FIRST SEMESTER 2009/2010 SESSION**

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<th>CODE/COURSE</th>
<th>: BSMH3073 NEGOTIATION</th>
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<td>DATE</td>
<td>: 14 NOVEMBER 2009</td>
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<tr>
<td>TIME</td>
<td>: 9.00 AM – 11.30 AM (2 ½ HOURS)</td>
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<td>VENUE</td>
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**INSTRUCTIONS:**

1. This question paper contains **FIVE (5)** questions on **TWO (2)** printed pages excluding the cover page.
2. Answer the questions in the given paper or booklet.
3. Answer **ALL** questions.

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<th>MATRIC NO:</th>
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CONFIDENTIAL
BSMH3073 Negotiation

Matric No.: ______________

QUESTION 1 (20 MARKS)

Lewicki, Barry and Saunders (2007) suggested that there are few reasons why all negotiators should be familiar with distributive bargaining. First, there are some interdependent situations that are distributive in nature and many negotiators out there view negotiation as distributive bargaining situation almost exclusively.

a. Define distributive bargaining (2 Marks)

b. Explain TWO (2) situations where distributive bargaining strategies are useful. (10 Marks)

c. Describe FOUR (4) important tactical tasks for a negotiator in a distributive bargaining situation? (8 Marks)

QUESTION 2 (20 MARKS)

Roger Fisher, William Ury and Bruce Patton in their book Getting to Yes have stressed that a key to achieving an integrative agreement is the ability of the negotiators to understand and satisfy each other’s interests.

a. Define interests. (4 Marks)

b. As a regulator, what is the benefit of bringing different interests to the surface. (4 Marks)

c. Discuss expand the pie and logroll techniques. Provide ONE (1) example for each technique. (12 Marks)

QUESTION 3 (20 MARKS)

a. ‘Effective planning is the most important precursor for achieving negotiation objectives. At the planning stage, negotiators are encouraged to explore the broad process of strategy development and later move to the implementation of the crafted strategies through selected tactics. Define strategy and tactics. (2 Marks)

b. Research by Greenhalgh suggests that there are SEVEN (7) key steps to an ideal negotiation process. Discuss those SEVEN (7) steps. (14 Marks)

c. What are the advantages and disadvantages of a large bargaining? (4 Marks)
QUESTION 4 (20 MARKS)

a. What are the assumptions for a communicative framework in a negotiation? (6 Marks)

b. Some nonverbal acts known as attending behaviors, are particularly important in connecting with another person during a coordinated interaction. What are the THREE (3) important attending behaviors that you know of? Why are these behaviors important in a negotiation? (5 Marks)

c. What are THREE (3) techniques that have been proposed by Lewicki et al. (2007) for improving communication in a negotiation? (9 Marks)

QUESTION 5 (20 MARKS)

a. How does the value of international currencies affect cross-cultural negotiation decisions? (4 Marks)

b. How does ideology contribute to making international negotiations difficult? (4 Marks)

c. According to Salacuse, there are SIX (6) factors in the environmental context that make international negotiations more challenging. Discuss the SIX (6) factors that make global negotiations more challenging than domestic negotiations. (12 Marks)