


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES
End Semester Examination, December 2023

Subject/Course: Introduction to International Trade Negotiation **Semester: IV**
Program: BBA-FT **Time : 03 hrs.**
Course Code: INTB2014P **Max. Marks: 100**

- Instructions:**
- **This is a CLOSED-BOOK EXAM.**
 - **Cell phones / Tablets / Laptops / Books / Notes etc. are NOT allowed.**
 - **Please ensure that you do not change the question number when writing your answers**

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	1.1. What is the primary focus of the Hall model of cross-cultural management? a) Economic factors b) Social hierarchies c) Communication styles d) Political structures	20	CO1
	1.2. In monochronic cultures, how are interruptions during meetings typically perceived? a) As respectful and encouraged b) As disruptive and disrespectful c) As a sign of engagement and interest d) As a normal part of conversation		

1.3. In an organizational culture that emphasizes innovation and risk-taking, how might negotiations be influenced for individuals with risk-averse personalities?

- a) They may become more open to taking calculated risks during negotiations.
- b) They are likely to adhere strictly to their risk-averse nature, potentially hindering innovative deal-making.
- c) They might delegate negotiation tasks to colleagues more comfortable with risk.
- d) They could seek additional training to overcome their risk aversion.

1.4. In trade negotiations, what does it mean if a country's reservation price is higher than the market price?

- a) The country is likely to export the product.
- b) The country is likely to import the product.
- c) The country is unwilling to trade the product.
- d) The country is indifferent to trading the product.

1.5. In cultures with a high-context communication style, how do individuals typically interact in terms of personal space?

- a) They prefer closer proximity when communicating
- b) They maintain a greater distance when communicating
- c) They use physical touch to express familiarity
- d) They avoid eye contact during conversations

1.6. Which value orientation, as per Kluckhohn and Strodtbeck's model, might influence workplace policies to focus on group cohesion and collaboration?

	<ul style="list-style-type: none"> a) Human-Nature Orientation b) Time Orientation c) Activity Orientation d) Relational Orientation 		
	<p>1.7. In a culture characterized by collectivism according to Hofstede, what is likely to be valued highly?</p> <ul style="list-style-type: none"> a) Assertiveness and personal achievement b) Loyalty to one's group and cooperative effort c) Innovation and risk-taking d) Competition and individual recognition 		
	<p>1.8. In trade negotiation, what does it mean if a party's BATNA is weaker than the other party's?</p> <ul style="list-style-type: none"> a) The weaker party has a stronger bargaining position. b) The weaker party is likely to make more concessions. c) The weaker party is less dependent on reaching a negotiated agreement. d) The weaker party has more leverage in negotiations. 		
	<p>1.9. What is the purpose of conducting research as part of the negotiation process?</p> <ul style="list-style-type: none"> a) To gather information about the other party's weaknesses b) To gain leverage over the other party c) To ensure that negotiators have a thorough understanding of the issues at hand d) To manipulate the other party into making concessions 		
	<p>1.10. How does the conflict model approach power dynamics in trade negotiations?</p> <ul style="list-style-type: none"> a) By seeking to achieve power imbalances to gain leverage b) By fostering equality and fairness among negotiating parties 		

	c) By ignoring power differentials and focusing solely on compromise d) By prioritizing dominance and control over cooperation		
SECTION B 4Qx5M= 20 Marks			
Q2	Explore the role of BATNA (Best Alternative to a Negotiated Agreement) in determining the boundaries of the ZOPA.	5	CO2
Q3	What are the main determinants of personality?	5	CO2
Q4	State and explain Edward Hall Model.	5	CO2
Q5	Examine the Thomas Kilmann Conflict Mode Instrument technique thoroughly.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q6	If you were designing a new print advertisement for a Unilever or Procter and Gamble shampoo in India, would you use the existing campaigns designed for Europe by these MNCs or would you design a new advertisement for India? What are the advantages and disadvantages of both approaches?	10	CO3
Q7	State with the help of an example: a) Allport's Trait Theory b) Eysenck's 3 Dimensions of Personality	10	CO2
Q8	Explore the concept of deadlocks in trade negotiations. What factors contribute to deadlocks, and how can they be overcome or avoided?	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q9	How do you perceive Hofstede's classification of your country based on each dimension? If you disagree with any aspect, what factors or perspectives do you believe should be considered to provide a more accurate classification?	15	CO3
Q10	Case: House on Deer Tail Lake	15	CO3

Jake was thinking of selling his house on Deer Tail Lake. The house had a unique design, substantial lakefront footage, and many amenities. He thought to himself, "If I can get \$335,000, I'll be satisfied. If that's not possible, I'll hold onto it for another year." His agent suggested that he put the house on the market at \$395,000. So he did.

The real estate agent had just listed Jake's lakefront summer house for \$395,000 confident that that number would be an anchor point for all incoming bids. But he hadn't counted on dealing with Carla. Carla had her eye on the lakefront property market in the Deer Tail Lake area for the past two years. So she was familiar with all the current property listings and the dozens that had sold over that time period.

During her first meeting with Jake's agent, Carla explained how she had been tracking property prices on Deer Tail Lake and neighboring lake for the past two years.

Without making any reference to Jake's \$395,000, she cited three sales of comparable properties that had occurred on Deer Tail Lake during the past year, indicating how those properties were more or less similar to Jake's.

"These three are very comparable to your listing in terms of shoreline frontage, lot sizes, and house characteristics," she told the agent as she showed him the listing sheets. "They sold for \$325,000; \$330,000 and \$345,000, respectively, within the past ten months. Factoring in inflation, that makes your client's property worth about \$350,000 at the most, which is what I'm prepared to offer you today."

Jake's agent responded by saying, "We appreciate the research you've done on recent lake property sales, Carla, but we don't feel that the properties you've used as benchmarks are really comparable to Jake's place. After all, he has that big pier and boathouse-and the house itself has been recently renovated. Taking those factors into account, we think that Jake's property is worth substantially more than your offer, and we believe that other buyers will share our view. However, in the interest of getting things wrapped up, Jake is willing to lower his price by \$10,000 to \$385,000."

Later in the day, Jake had a conversation with his agent, which went something like this. "I'm happy that we have an offer of \$350,000 already. I could live with that. But we may get a better offer in the next week or so, either from Carla or from another buyer. Actually, I'd expect Carla to up her bid to \$360K. If she does that, should we push for a bit more? Should we say, "Give us \$365K and we'll have a deal?" Or should we sit on her offer and hope to get a better one?"

Does \$350,000 look like a good price point for the deal to go through?

- a) Describe the 9-step negotiation process comprehensively.
- b) Using relevant parts of the 9-step negotiation process, what should Carla do?