



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BTE 3693
COURSE	:	BUSINESS NEGOTIATION
SEMESTER/SESSION	:	2-2022/2023
DURATION	:	3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

BUSINESS NEGOTIATION (BTE3693)

QUESTION 1

- a) Define business negotiation. (4 marks)
- b) Discuss the **FOUR (4)** major differences between Distributive Negotiation and Integrative Negotiation. (8 marks)
- c) Discuss **FOUR (4)** characteristics of ineffective negotiators? (8 marks)

QUESTION 2

- a) Describe **FOUR (4)** importance of self-assessment in negotiation preparation. How can self-assessment help to improve negotiation outcomes? (8 marks)
- b) Explain **SIX (6)** tips to become an effective negotiator. (12 marks)

QUESTION 3

- a) Explain **FOUR (4)** pie-slicing strategies in negotiation (12 marks)
- b) Discuss the **FOUR (4)** major differences between Distributive Negotiation and Integrative Negotiation (8 marks)

QUESTION 4

- a) Explain the concept of BATNA (Best Alternative to a Negotiated Agreement) and its significance in business negotiation. (14 marks)
- b) Discuss with examples of how having a strong BATNA can strengthen a negotiator's position. (6 marks)

QUESTION 5

- a) Negotiation skills are qualities that allow two or more sides to reach a compromise. These are often soft skills such as communication, persuasion, planning, strategizing and cooperating. Understanding these skills is the first step to becoming a stronger negotiator. Explain **FIVE (5)** negotiation skills that are vital to become a strong negotiator. (20 marks)

-----End of question-----

