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Paper Id: | 2 | 7 | 0 | 4 | 2 | 6 | **Roll No.** | | | | | | | | | | |

MBA

(SEM-IV) THEORY EXAMINATION 2017-18

NEGOTIATION & COUNSELLING

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a. Define Importance of Negotiation.
b. Identify any two barriers to negotiation process.
c. Write the characteristic of Integrative Negotiation.
d. What is distributive negotiation strategy?
e. Write the process of perception.
f. How can you improve your negotiation skills?
g. How does emotions influences negotiations?
h. What is the role of ZOPA in negotiation process?
i. What are the basic counseling skills?
j. What are the skills of Counselling?

SECTION B

2. Attempt any *three* of the following: 10 x 3 = 30

a. What is distributive bargaining? What are the advantages and disadvantages of distributive bargaining?
b. 'Good communication is the base of good negotiation'. Explain
c. What is BATNA? How is it useful in making Negotiation effective? Explain with the help of one industrial/ business example.
d. What is the influence of culture on negotiation Explain
e. What are the various stages involved in counseling process? Discuss.

SECTION C

3. Attempt any *one* part of the following: 10 x 1 = 10

(a) Discuss in detail the Process and Strategy in Distributive Negotiations.
(b) Write the differences between distributive and integrative negotiation.

4. Attempt any *one* part of the following: 10 x 1 = 10

(a) Narendra was a soft Blue negotiator and always felt he was giving away too much in negotiations. His boss was particularly unhappy with his last deal, where Narendra agreed to give free servicing for three years to a new client. Although not catastrophic, it could end up costing the company as much as ₹100 000. Narendra's excuse, that he wanted to get the new client signed up and that maybe the company could negotiate a better deal next time, hadn't been received well. So Narendra had decided to change his negotiation style for the next negotiation – he was going to play Red and get the best deal possible, and not worry about the relationship at all. What is the best style to use during any negotiation and why?
(b) Differentiate between the humanistic and behaviouristic approach to counseling with suitable examples.

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5. Attempt any *one* part of the following: 10 x 1 = 10

(a) What do you mean by Rogers Self Theory Counselling Process? Explain

(b) What is communicated during negotiation and how people communicate in Negotiation?

6. Attempt any *one* part of the following: 10 x 1 = 10

(a) What are the factors responsible for emergence & Growth of counseling?

(b) What are the different modern trends in Counselling? Explain each one.

7. Attempt any *one* part of the following: 10 x 1 = 10

(a) Discuss the seven pillars of Successful Counselling in details.

(b) Discuss the brain response to acute stress during negotiation

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