

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Third Semester MBA Degree Regular and Supplementary Examination December 2022

Course Code: 20MBA229**Course Name: NEGOTIATIONS AND CONFLICT RESOLUTIONS**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

- | | Marks |
|---|-------|
| 1 Define Conflict. What are the components of conflict? | (2) |
| 2 Explain the indirect cost of conflict. | (2) |
| 3 Explain intangibles in negotiations | (2) |
| 4 What is BATNA in negotiation with example? | (2) |
| 5 What are the five negotiation styles | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

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|--|------|
| 6 Define negotiation. Explain the process of Negotiation as decision making process in detail giving suitable examples | (10) |
| 7 Explain self-awareness in conflict as techniques of conflict resolution in detail. | (10) |
| 8 Explain the relationship between conflict and team performance. | (10) |
| 9 Describe the strategy and tactics for integrative bargaining. | (10) |
| 10 What are the managerial skills required for conflict resolution. | (10) |

PART C*Compulsory question. This question carries 20 marks*

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| 11 Case study | (20) |
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You are negotiating the expansion of a Kentucky Fried Chicken (KFC) franchise with a Japanese company. You have worked with the company's representatives before and you believe you have a good relationship. In fact it your intent to encourage the representatives to branch out on their in order to double the number of franchise locations in a short period of time.KFC has instituted a number of programs to encourage global expansions of it franchises, including

the following:

1. Waving part of the franchise fee for first –time franchise if the individual has a history with KFC
2. Bonus paid directly by KFC to participating franchisees based on sales volumes.
3. Allowing multiple companies to apply as co-owners of franchises.
4. Waving the franchise fee altogether if the franchisee commits to having the restaurant open within three months.

Answer the following questions.

- 1.How can you respond to the negotiation patterns used by the Japanese negotiator?
- 2.How would you advise KFC’s negotiator to reach a “good agreement for both parties.?
