

School of Business

BBA
ETE - Jun 2024

Time : 3 Hours

Marks :100

Sem IV - BBHR2017 - NEGOTIATION AND CONFLICT MANAGEMENT

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Interpret the role of Conflict in organization. K2 CO1 (4)
2. Illustrate "Personal Variable" in conflict management process. K2 CO2 (4)
3. Interpret the definition of negotiation K4 CO3 (4)
4. Explain the Thompson's Pyramid Model K4 CO4 (4)
5. Explain the concept of "Reward Power" in leveraging the source of power K4 CO5 (4)

6. "Conflict may have positive impact upon the organization." Analyze this statement K4 CO1(10)
7. Examine the role of curative measure technique in conflict management process K4 CO2(10)
8. Interpret the concept of "leveraging the source of power" in negotiation K6 CO5(12)

9. Appraise the five elements of negotiation with suitable examples K5 CO3(16)
10. Explain the interest-based bargaining and evaluate its principles K5 CO4(16)
11. "A successful negotiator develops techniques to turn verbal and non-verbal communication into persuasive communication -thereby creating the leverage through persuasion". Evaluate the statement in the light of verbal and non-verbal communication methods used in negotiation with suitable example. K6 CO5(16)