

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: MHRDM (Batch 2017-2020)**

**Subject: “Negotiation Skills” and “Competitive Decision making”**  
**(End Trimester examination)**

**Date : 18/11/2019**

**Maximum Marks: 25**

**Time: 1.5 Hours**

**Note: Question 1 is compulsory and carries 15 marks.**

**Answer any one question out of Q2- Q4 Each question carries 10 marks.**

**Question 1:**

One leading film actor wishes to bring a live “Tiger” on stage for his film’s promotion, as the film had some portion shot in Jungles on a tiger. There are other stakeholders (to name a few) like;

- a. The Film Producer: who has to arrange for pre-release promotion of the film,
- b. Other film financiers represented by the Chairman of Film producer’s guild,
- c. PETA: Chairperson of PETA looking after interest of PETA international organization for protection of animals in India,
- d. The cine worker’s association, who is responsible to take care of interests of cine artists and workers. This is represented by say its Secretary.
- e. Particular Actor’s Fan Clubs represented by Chairman of Fan Clubs Association
- f. Event Manager: Representative of an event management company, who have vast experience but had not done this type of event i.e. bringing a live Tiger on stage, for the first time.

Questions:

- a. You assume a role of an individual stakeholder (may be even an Actor), define your individual expectations / interests from the negotiations. What would you like to frame for that stakeholder?
- b. Your approach to negotiate (Disruptive, Integrative or principled) and reasons thereof?
- c. If the negotiation approach is to be “Integrative” who to start negotiations & his / her approach and your response as that of particular stakeholder?

**Question 2**

What are the four elements of negotiation? Give examples for each.

**Question 3**

Explain anchoring and counter anchoring. What are the issues in both?

**Question 4**

In preparing for a successful negotiations, what factors would you consider?

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