

<b>Trimester --: Jan-April 2024</b> <b>Examination: End Term Examination</b>		
Programme code: 12 Programme: MBA -PT- HRM( 2022-25)	Class: SY	Trimester: VI (SVU 2022)
Name of the Constituent College: KJ Somaiya Institute of Management studies and Research K. J. Somaiya Institute of Management	Name of the department/Section/Center: HR	
Course Code: <b>117P12C705</b>	Name of the Course: Negotiations SKILLS	

Maximum Marks: 25

Date: 13/04/24

Question 1 is compulsory. It carries 15 marks.  
 Answer any two questions from question 2. It carries 10 marks.

Question No.		Max. Marks
Q1	<p>You are a Civil Engineer by training. You worked in HCC for about 15 years and then set up your own construction company. You have been in the construction business for close to 20 years now. You have gone through the rough and tumble of construction business, through boom and recession, and can be considered as a seasoned business man.</p> <p>You take pride in certain ethical standards in your business. You have a trusted group of people who look after the construction. You use good quality materials, good designs and all your papers are clean. Therefore, you do not much compromise on price.</p> <p>You are building up an apartment block at Powai and have started the process of selling them. For the flats, you have estimated that the market rate of a flat of that size should be at least 50 lakhs, but the location and the neighbourhood differentiates it from average flats of that size. But you want the sale to happen quickly, and you are aware that the market is down and there are large number of unsold flats.</p> <p>Today a prospective buyer is meeting you for negotiating the purchase of a flat. You have found out that he works for TCS as a Manager, and is planning to get married soon. Currently he stays in a PG accommodation, and the landlord has asked him to leave in two months' time.</p> <p>If the sale goes through, you may have other employees from the same company also buying flats, which you would prefer.</p>	15 marks

	<p>Questions</p> <ol style="list-style-type: none"><li>1. What would be your Target Price?</li><li>2. What would be your Reservation Price?</li><li>3. What would be your initial offer?</li></ol> <p>State reasons for each of the above.</p>	
2.	<p>Explain any two of the following</p> <ol style="list-style-type: none"><li>a. Principled centered negotiation</li><li>b. Value Claim</li><li>c. Value Creation</li><li>d. Negotiation Mix</li><li>e. Frame</li><li>f. Bracketing</li></ol>	10 Marks