

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7151

Roll No.

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M.B.A

(SEM. IV) THEORY EXAMINATION 2010-11

NEGOTIATION AND COUNSELING

Time : 3 Hours

Total Marks : 100

- Note : (i) Attempt all questions
(ii) All questions carry equal parts

1. Attempt any **four** parts of the following : (4×5=20)
 - (a) What do you understand by negotiation? Give guidelines for developing negotiation.
 - (b) What are strategies and tactics of integrative negotiation?
 - (c) Why is not integrative bargaining more widely practiced in organisation?
 - (d) Describe the PRAM model.
 - (e) Describe Pros and Cons of Distributive Bargaining
 - (f) Describe the problems in negotiation.

2. Attempt any **two** of the following : (2×10=20)
 - (a) Explain the role of interpersonal communication in business. How communication is the essence of management and formal channels of communication provide for vertical, horizontal and lateral flow?
 - (b) Discuss the principals which might be used for achieving effective communication negotiation?

(c) Explain the role of emotion in negotiation. Discuss the brain response to acute stress during negotiation ?

3. Attempt any **two** of the following : **(2×10=20)**

(a) How sub-cultures play an important role in formulating the negotiation strategy ?

(b) What are the strategies that are planned in international negotiation ?

(c) What international negotiation are considered important for MNCs.

4. Attempt any **two** of the following : **(2×10=20)**

(a) State the application of counseling in modern industrial enterprises. What are the various components of assesment in counseling ?

(b) Discuss the major theories of counseling.

(c) Explain the steps in counseling process.

5. Write short notes on any **two** of the following : **(2×10=20)**

(a) Role of counselor in modern organisation.

(b) Difference between directive and non-directive counseling.

(c) Person centered counseling.