

OLLSCOIL NA hÉIREANN, GAILLIMH  
NATIONAL UNIVERSITY OF IRELAND, GALWAY

SEMESTER II EXAMINATIONS 1999/2000

BACHELOR OF COMMERCE DEGREE  
THIRD CORPORATE LAW EXAMINATION

BUSINESS NEGOTIATIONS – MG309

Professor P. Willman

Professor R. Green

Dr. L.F. Smyth

Miss I. Duggan

Time Allowed: 2 Hours

Three questions to be attempted

All questions carry equal marks

Question One is obligatory

1. Define 4 of the following concepts, and illustrate the use of each concept in practice with an example, preferably an original example.
  - BATNA
  - Joint Outcome Space
  - Integrative Bargaining
  - Logrolling
  - Escalation Effect
2. "The way people perceive an issue largely determines how they will approach negotiations". Discuss the above idea making reference to all of the following: Heuristics in Negotiation, Mental Models and Perception.
3. Drawing on your knowledge of Game Theory, critically assess the influence of strategic structure on the conduct of certain types of negotiations.
4. Prepare a talk for young business graduates on:
  - (a) The Behaviour of Successful Negotiators as indicated by Neil Rackham (1980)
  - AND**
  - (b) Your personal view of the values successful negotiators should have, drawing on questionnaire surveys in which you have been a participant.