

**OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

SEMESTER II EXAMINATIONS, 1998/99

**BACHELOR OF COMMERCE DEGREE
THIRD CORPORATE LAW EXAMINATION
FOURTH YEAR INFORMATION TECHNOLOGY EXAMINATION**

BUSINESS NEGOTIATIONS - MG 309

**Professor P. Willman
Mr. M. Moroney
Dr. L. F.Smyth**

Time allowed: two hours [For students whose first language is not English, an extra half-hour may be added.]

Three questions to be attempted. All questions carry equal marks.

1. Discuss the ways in which perception can affect negotiations, using relevant examples to support your explanation.
2. Can Game Theory provide insights into certain kinds of bargaining situations?
3. Discuss the idea of Integrative Bargaining and how it may be achieved. How realistic is Integrative Bargaining in your view?
4. Outline the idea of the Joint Outcome Space and show how the distinction between interests and positions is crucial to getting beyond the 'compromise line'.
5. Drawing on your reading and your experience of negotiating what advice would you give to an inexperienced negotiator?