

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2021-23)**  
**First Semester Examination April 2022**

<b>Course Name</b>	Negotiation and Selling Skills	<b>Course Code</b>	C112
<b>Roll No.</b>		<b>Marks</b>	60
<b>Total No. of Questions</b>	6	<b>Duration</b>	3 Hours
<b>Total No. of printed pages</b>	2	<b>Date</b>	08.04.2022

**Course Outcome Statements:**

- CO1.** RECALL the Basic Concepts of Selling and Negotiation Skills  
**CO2.** DEMONSTRATE an understanding of the need and importance of negotiation and assess the type of negotiations used in varying situations  
**CO3.** MAKE USE of the technique learned in business negotiation situations  
**CO4.** ANALYSE the use of different negotiation models, negotiation & selling skills and traits of salesperson in business environment  
**CO5.** EVALUATE various approaches required for selling to different stakeholders and customers in business situations

<b>Instructions: -</b>		<b>Marks</b>	<b>BL</b>	<b>CO</b>
<b>Q. No 1 (All Questions are Compulsory)</b>				
<b>Q. No.</b>	<b>Questions</b>			
<b>Q. 1</b>	<b>Case/Case-let Study (500-800 words)</b>			
	<p>Host Rupert Murdoch, 21st Century Fox chairman, and Disney President Bob Iger got along very well. As Iger said on CNBC: “We genuinely like each other and respect each other”. A good start for a very quiet deal that only became known when it was almost done. The negotiations were conducted very quietly, even top executives of both companies were kept out of the loop. Once the market found out about it, Comcast (who owns NBCUniversal) made a counter offer of \$65bn. all cash. Sony Pictures Entertainment and Verizon expressed interest, and Disney quickly topped up its original \$52.4bn. offer to a staggering \$71.3bn., showing the power of a strong alternative. Disney would only purchase 21st Century’s entertainment assets, without its news and sports division. These divisions would be spun off into a New Fox. When on July 12, the Department of Justice filed a notice of appeal to reverse Time Warner’s acquisition of AT&amp;T, Comcast stopped chasing Fox for fear the regulators would not allow the deal to happen. Instead, Comcast focussed on taking over Sky, the British satellite company and paid a staggering \$38.8bn. all-cash (about 50 percent over market price) in a big gamble to enter the European market and challenge Netflix. But the acquisition was also problematic for Disney, as buying Fox would be a horizontal merger, meaning that the company buys another one offering the same products. Yet, regulators quickly confirmed the deal. According to the New York Times, this was indeed “stunning” and raised the question, if politics played a role. Trump, an outspoken fan of Fox, instantly congratulated Murdoch. Shareholders of Disney and Fox approved the deal on July 27, 2018. The transaction is expected to be completed in January-February 2019. The deal illustrates Disney’s tase for consolidation. Disney already owned Lucasfilm, Marvel, and Pixar. The combined Disney and Fox assets lead to a reduction of the major Hollywood studios from six to five and to a 39% theatrical market share. The Murdoch became the largest individual shareholder in Disney.</p>			
	<b>a.</b> Examine the <b>Best Alternative</b> to a <b>Negotiated Agreement (BATNA)</b> available to Fox in the above case. Assess whether FOX should have accepted Disney's offer or negotiated with other studios.	<b>6</b>	<b>Level 4</b>	<b>CO4</b>

	<b>b.</b>	If you were the head of FOX Studios, how would you evaluate Zone of Possible Agreement (ZOPA) in the above negotiations.? Critically evaluate Fox's decision to go with Disney.	<b>6</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q. 2</b>		Answer <b>Any one</b> from the following.			
	<b>a.</b>	Evaluate the sales process steps with respect to Selling Health Insurance versus selling a passenger car.	<b>6</b>	<b>Level 5</b>	<b>CO5</b>
	<b>b.</b>	Critically evaluate the key challenges faced by a start-up firm in comparison to established firm; while selling its products to customers	<b>6</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q. 3</b>		Answer <b>Any one</b> from the following.			
	<b>a.</b>	If Sales presentation is "telling a story", Sales demonstration is "showing and telling". In line with the above statements, critically analyze the importance and benefits of sales demonstrations with special reference to water purifiers.	<b>6</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b</b>	Residents of a suburb in Gurgaon discover that their water is being polluted by the discharges of a nearby factory. Residents first attempt to negotiate a cleanup plan with the company, but the company refuses to voluntarily agree on a plan of action that the residents are satisfied with. Explain the concept of BATNA and Identify at least 3 BATNAs for the residents of Gurgaon.	<b>6</b>	<b>Level 4</b>	<b>CO4</b>
<b>Q. 4</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	Choose the most appropriate sales closing techniques for the sales team of an IT firm while dealing with an educational institute for learning management software.	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
	<b>b</b>	Identify 5 most suitable skills of negotiation while purchasing a residential property.	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
	<b>c.</b>	Identify the key barriers to an agreement in the salary negotiation process between a prospective candidate and an organization	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
<b>Q. 5</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	Outline 10 key differences between Marketing and Selling	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
	<b>b</b>	Explain the importance of gestures and postures in negotiations	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
	<b>c.</b>	Explain Customer Focused Selling? Explain the five techniques of customer focused selling	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
<b>Q. 6</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	Define sales management and list the characteristics of modern selling	<b>6</b>	<b>Level 1</b>	<b>CO1</b>
	<b>b</b>	Define the concepts of ZOPA and Reference Price with a suitable example	<b>6</b>	<b>Level 1</b>	<b>CO1</b>
	<b>c.</b>	List the key skills that a good negotiator should possess	<b>6</b>	<b>Level 1</b>	<b>CO1</b>