



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES  
DEPARTMENT OF MARKETING AND LOGISTICS**

<b>QUALIFICATION:</b> MARKETING HONOURS	
<b>QUALIFICATION CODE:</b> 08HMAR	<b>LEVEL:</b> 8
<b>COURSE CODE:</b> ICM812S	<b>COURSE NAME:</b> INTERCULTURAL COMMUNICATION AND NEGOTIATION MANAGEMENT
<b>SESSION:</b> JANUARY 2019	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	Dr Lovemore Matipira
<b>MODERATOR:</b>	Mr. Albert Mutonga Matongela

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer any <b>FOUR</b> questions only.</li><li>2. You have 3 hours to answer the examination questions.</li><li>3. Immediately, check that no pages are missing from this examination question paper.</li><li>4. Sign the attendance register</li></ol>

**THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)**

### **Question 1**

Deals in International Business usually have several parts that includes hatching of the idea by one party, then conceptual embraced by the other side, and finally, closing. Discuss the different stages that are involved in sealing deals in International Business. Provide examples where necessary.

**[25 Marks]**

### **Question 2**

Etiquette covers most aspects of social interaction, including self-presentation, communication, courtesy and hospitality. Business etiquette, in particular, covers expectations in the interaction between co-workers, the company and their clients, as well as the company and their stakeholders. Given its central importance, discuss four areas that etiquette can improve the business. Provide examples where necessary.

**[25 Marks]**

### **Question 3**

Effective persuasion is a process which involves negotiating and learning through which a persuader leads colleagues to a problem's shared solution. It incorporates discovery, preparation and dialogue. It is about testing and revising ideas in convert with one's colleagues' concerns and needs. Discuss the functions of and routes to persuasion. Provide examples where necessary.

**[25 Marks]**

### **Question 4**

It is important for all business owners to know and understand the laws that affect their businesses. It is equally important to comply with those laws. Ignorance of the laws has never been a valid excuse in any Court of Law, and it never will be. Discuss the tips involved in identification of specific Laws that affect International Business and Travel. Provide examples where necessary.

**[25 Marks]**

### **Question 5**

Networking is not complete without receiving or giving a business card. The business card is a way for you to follow up on the people you have met. Likewise, it is a way for them to contact you for further meetings. Discuss five tips that are involved in using business cards effectively. Provide examples where necessary.

**[25 Marks]**

**Good Luck!**