



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

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

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr Lovemore Matipira
MODERATOR:	Mr Albert Mutonga Matongela

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

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

Question 1

A primary function of nonverbal communication is to convey meaning by reinforcing, substituting for, or contradicting verbal communication. Discuss the functions of nonverbal communication. Provide examples where necessary.

[25 Marks]

Question 2

One of the major key concept in Intercultural Communication and Negotiation Management is culture. Discuss the major determinants of culture and critically examine its influence on business management practices in different cultural settings.

[25 Marks]

Question 3

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]

Question 4

What, in your opinion, is the best way for a negotiator to prepare for a complex negotiation with a team of negotiators from another country? Discuss and provide examples where necessary.

[25 Marks]

Question 5

Dispute Resolution generally refers to one of several different processes used to resolve disputes between parties, including negotiation, mediation, arbitration, collaborative law, and litigation. It is the process of resolving a dispute or a conflict by meeting at least some of each side's needs and addressing their interests. Identify and discuss the eight causes of conflict in business. Provide examples where necessary

[25 Marks]

Good Luck!