



**NAMIBIA 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: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION	
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

Distributive Bargaining is defined as, ‘*A negotiation method in which two parties strive to divide a fixed pool of resources, each trying to maximize its share of the distribution*’. Discuss the five negotiation skills that are involved in distributive bargaining in business.

[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 concert 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

Mediation evolved over the past 30 years as the preferred method of conflict resolution. Mediator does not usually offer proposals or have any authority to force agreement. The definition of mediation includes three elements. The three essential elements of mediation are:

1. A private, confidential process
2. Third party (neutral)
3. Facilitation of a mutually acceptable resolution

Discuss the various process that are involved in the mediation process in business. **[25 Marks]**