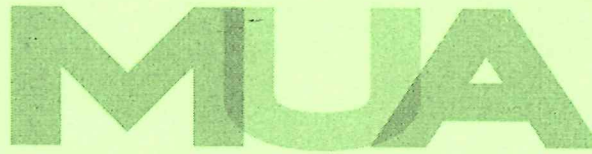


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BML 107: NEGOTIATION STRATEGIES

DATE: 8TH AUGUST 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

NEGOTIATION B2B BUSINESS

You are the Sales Director at TechSolutions Inc., a company that provides comprehensive IT services and solutions to mid-sized businesses. One of your largest potential clients, Greenfield Logistics, has expressed interest in your IT infrastructure and cybersecurity solutions. Greenfield Logistics is known for being a market leader in the logistics industry and has a reputation for high standards in both quality and security.

You have been tasked with preparing for the initial negotiation meeting with Greenfield Logistics. Your goal is to secure a long-term contract that will be beneficial for both parties. To achieve this, you need to develop clear negotiation objectives.

Identify Key Objectives: List at least three primary objectives you aim to achieve in the negotiation with Greenfield Logistics. Explain why each objective is important for TechSolutions Inc. Justify your ranking and explain how you will ensure that the most critical objectives are met during the negotiation.

Identify at least two potential challenges you might face in achieving your objectives. Propose strategies to overcome these challenges. Develop a value proposition that you will present to Greenfield Logistics. Your value proposition should address their needs and concerns while highlighting the benefits of choosing TechSolutions Inc. over competitors. Determine what concessions you are willing to make and what trade-offs you might propose to Greenfield Logistics. Explain how these concessions align with your overall negotiation strategy and objectives

Write a detailed response for each of the five tasks above.

Use bullet points or numbered lists for clarity where appropriate.

Include comprehensive cybersecurity solutions: Establish TechSolutions Inc. as a leader in providing high-quality, secure IT solutions.

Achieve a competitive pricing structure: Maintain profitability while offering Greenfield Logistics a cost-effective solution. A multi-year contract ensures sustained business and can lead to future upsell opportunities. Comprehensive cybersecurity is crucial given Greenfield's high standards and concerns about security. Competitive pricing is

important but can be adjusted through strategic concessions if the first two objectives are met. Greenfield Logistics may push for lower prices. Prepare detailed cost-benefit analysis to demonstrate the value and ROI of our solutions. Competitors may offer similar services. Highlight unique features and proven success stories of TechSolutions Inc. "TechSolutions Inc. offers unparalleled IT infrastructure and cybersecurity solutions tailored specifically for the logistics industry. Our state-of-the-art security measures ensure that your operations remain secure and efficient, allowing you to focus on growth. With our multi-year partnership, Greenfield Logistics will benefit from consistent support, regular updates, and a dedicated team committed to your success. Choose TechSolutions Inc. for a reliable, secure, and future-proof IT solution. Alignment: These concessions and trade-offs ensure that TechSolutions Inc. remains competitive while securing a long-term partnership and demonstrating flexibility and customer focus.

This structured approach helps in preparing effectively for the negotiation, ensuring that the key objectives are met while addressing potential challenges and creating a compelling value proposition.

Required:

- a) Propose four key factors of principled negotiation as outlined by Roger Fisher and William Ury. (10 marks)
- b) Enumerate four types of negotiators as shown in the above case study (10 marks)
- c) Suggest five ways you would make negotiation process efficient (5 marks)

QUESTION TWO

- a) Discuss five situations that can lead to an end to a negotiation process (10 Marks)
- b) Enumerate five Factors to consider before commencing a negotiation process (5 marks)

QUESTION THREE

- a) Clearly discuss five challenges encountered in internal negotiation process. (10 Marks)
- b) Explain key differences in conducting telephone negotiations compared to face-to-face (5 Marks)

QUESTION FOUR

Imagine you are a project manager negotiating with a key supplier to secure materials for a critical project. The supplier has quoted a price that is significantly higher than your budget allows. But due to time constraints and higher switching costs you are forced to negotiate with the supplier. Discuss possible areas for your negotiation. **(15 Marks)**

QUESTION FIVE

- a) Negotiation can be a tough task and especially internal negotiation process. Enumerate challenges you are likely to face in internal negotiation process **(5 marks)**
- b) Suggest five challenges faced in internal negotiation process. **(10 marks)**

QUESTION SIX

- a) When engaging in international negotiations, several critical factors must be considered to ensure effective communication and successful outcomes. Discuss five key factors to consider in international negotiation process **(10 marks)**
- b) Identify five areas where negotiations take place. **(5 marks)**