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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2014/2015**

COURSE NAME : REAL ESTATE NEGOTIATION
COURSE CODE : BPF 42703
PROGRAMME : 4 BPD
EXAMINATION DATE : DECEMBER 2014 / JANUARY 2015
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3) PAGES**

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- Q1** Negotiation is achieved through a process of communication in which the parties involved aim to send a message to the other side and influence each other.
- (a) Explain the need for negotiation in real estate dealings. (10 marks)
- (b) Analyse the situations in which real estate negotiators should adopt the distributive or integrative bargaining methods of negotiation in closing a sale. (15 marks)
- Q2** Negotiating is the art of reaching an agreement by resolving differences through creativity which requires good business judgment and a keen understanding of human nature.
- (a) Differentiate between hard, soft and principled negotiations. (10 marks)
- (b) Discuss the manner in which the Dual Concern Model of Bargaining Style could address the desire to satisfy oneself and the desire to satisfy the other party. (15 marks)
- Q3** Multiparty negotiation in real estate can present significantly different and difficult challenges in finding common goals.
- (a) Explain the meaning of multiparty negotiation in real estate. (10 marks)
- (b) Propose how issues of coalitions, trade-offs and communication are dealt within a multiparty negotiation. (15 marks)

Q4 Beyond the benefit of emerging from a deal satisfied, there are long term, indirect advantages to cultivating a win-win negotiating style.

(a) Explain the significance of building trust in real estate negotiations. (10 marks)

(b) Outline the manner in which long term relationships can be established and preserved in negotiations. (15 marks)

-END OF QUESTION-