



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2015/2016**

COURSE NAME : REAL ESTATE NEGOTIATION
COURSE CODE : BPF 42703
PROGRAMME : 4 BPD
EXAMINATION DATE : DECEMBER 2015/ JANUARY 2016
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

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

Q1 Negotiation is a compromise to decide what resources the negotiating parties will give and take in an exchange (trade-offs) that would benefit all parties involved as much as possible.

(a) Explain the differences between distributive negotiation and integrative negotiation. (10 marks)

(b) Analyse the situations in which real estate negotiators could create value in their negotiations through trade-offs between parties in achieving the expected outcomes of the negotiations. (15 marks)

Q2 The goal of real estate negotiations should be to obtain a win-win outcome which leaves all parties of a negotiation satisfied. The first step in achieving this outcome involves knowing what the other party wants.

(a) Explain **FOUR (4)** distinct characteristics of negotiation. (10 marks)

(b) Outline the manner in which real estate negotiators can overcome obstacles such as conflicts and misunderstandings to mitigate prejudices and emotions arising during negotiations. (15 marks)

Q3 The negotiation process is an art which relates to the human behaviour (the psychology), and which is interwoven with many other disciplines including business and the social sciences.

(a) Explain the various negotiation skills inherent in a competent negotiator that form the art of negotiation. (10 marks)

(b) Expound with the use of an example how negotiators can leverage **THREE (3)** negotiation strategies to their maximum advantage in going for a winning outcome in real estate negotiations. (15 marks)

Q4 Coalitions are temporary alliance of separate entities or individuals who join together to seek a common purpose. In Multiparty negotiations, coalitions can form among the parties and influence the process or outcome of a negotiation.

(a) Describe **TWO (2)** types of coalitions that are normally formed in Multiparty negotiations.

(10 marks)

(b) Outline the manner in which “Positive Affect” and “Negative Affect” of negotiations impact the likelihood for parties to reach their instrumental goals, and enhance the ability to find integrative gains.

(15 marks)

-END OF QUESTION-