



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : REAL ESTATE NEGOTIATION
COURSE CODE : BPF 42703
PROGRAMME : BPD
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

TERBUKA

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. It 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 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 Negotiation is needed to resolve interpersonal conflicts by exploring situations and finding solutions that are acceptable to parties involved in the negotiations. It requires not only good business judgment but also a keen understanding of human nature.

(a) Distinguish between hard, soft and principled negotiations. (9 marks)

(b) Justify 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 in the bargaining process of negotiations. (16 marks)

Q3 Buyers and sellers of property know that the other party has interests that are in conflict with theirs. Within this context, estate agents through their confidence and professionalism, help clients to negotiate for the best deal on their property.

(a) Describe the basic skills that estate agents should possess in establishing a common ground between buyers and sellers in their negotiations. (10 marks)

(b) Mr. Ahmad has decided to purchase an office located in a new development. The price is a bit high but he believes he could get it down through negotiation with the seller, Mr. Chong.

Propose the strategies that could be adopted by Mr. Ahmad and his estate agent to achieve his objective. (15 marks)

TERBUKA

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)

TERBUKA

-END OF QUESTIONS-