

ASSESSMENT # 3

Total Marks: 30

Please provide answers for the following questions:

1. The ability to make small talk is crucial to getting a negotiation off to a good start. Explain why this is the case and discuss some of the primary principles of effective/appropriate small talk.
2. The message you communicate with your handshake is determined by five factors. Discuss each of them and why they matter.
3. Briefly explain what BATNA, WATNA, WAP and the ZOPA refer to.