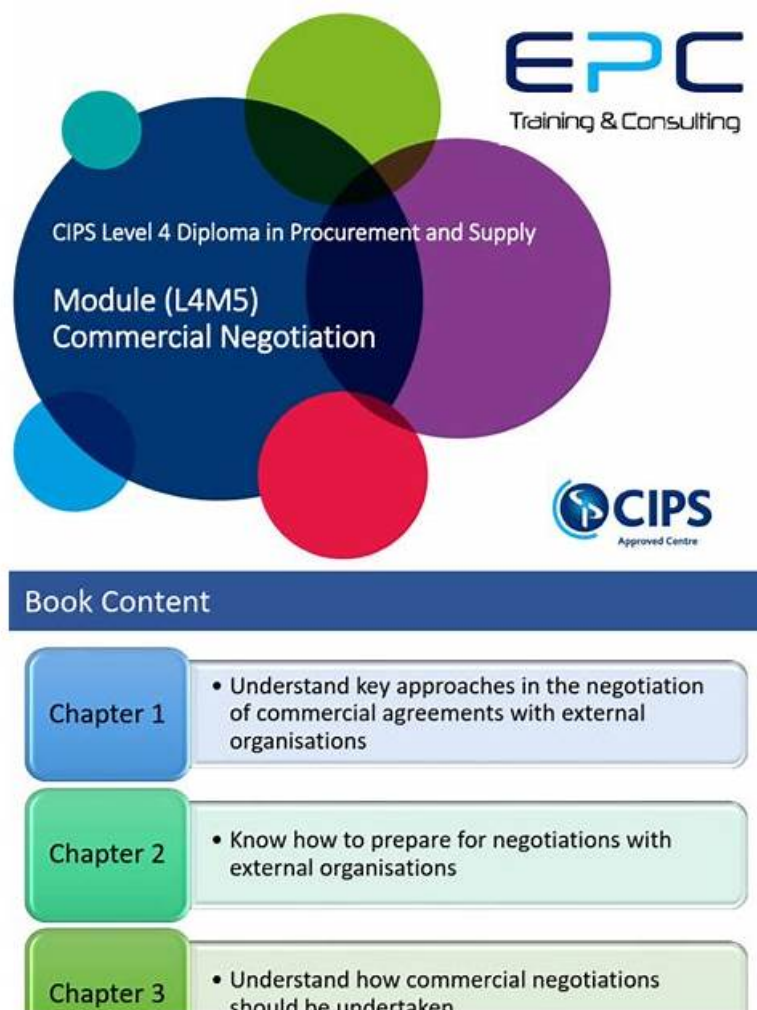


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CIPS Commercial Negotiation Sample Questions (Q140-Q145):

NEW QUESTION # 140

Which of the following can be prepared before a negotiation with a supplier to achieve an agreement to benefit both parties?

Zone of potential agreement

Attendee list for the negotiation talks

Walk-away point

Venue for the negotiation talks

- A. 1 and 2
- B. 2 and 3
- C. 3 and 4
- D. 1 and 3

Answer: D

Explanation:

Zone of Potential Agreement (1) and Walk-away point (3) are key elements in negotiation planning.

Establishing a Zone of Potential Agreement helps identify where interests align, while the Walk-away point sets the limit of acceptable terms. Both are essential to preparing a negotiation framework that benefits both parties, as per CIPS best practices.

NEW QUESTION # 141

Which of the following is potentially a major source of conflict?

- A. Shared goals and values
- B. Teamwork
- C. Power imbalance
- D. Information gathering

Answer: C

NEW QUESTION # 142

Logibox Ltd sets prices based on what consumers are prepared to pay. Which pricing strategy is this?

- A. Market pricing
- B. Premium pricing
- C. Penetration pricing
- D. Skimming pricing

Answer: A

Explanation:

Market pricing sets prices according to consumer demand and willingness to pay, ensuring competitiveness.

Skimming sets high prices at launch to maximise early profit, penetration uses low prices to enter markets, and premium pricing positions products as luxury with high margins. Market pricing balances supplier costs with customer value perception, making it a common approach in competitive industries.

Reference: CIPS L4M5 (2nd ed.), LO 1.2 - Pricing strategies in negotiation contexts.

NEW QUESTION # 143

In what circumstances is the bargaining power of suppliers likely to be high, in relation to buyer power?

Select THREE that apply.

- A. The number of suppliers is limited
- B. The volume required is low
- C. The buying firm is large in comparison to the supplier
- D. The product the buyer requires is undifferentiated
- E. The demand is not urgent

- F. The supplier has highly specialized machinery

Answer: A,B,F

Explanation:

Supplier bargaining power is stronger when there are few suppliers, low volume requirements from buyers, and when suppliers possess unique capabilities or technology (like specialized machinery). These conditions reduce buyer leverage and increase supplier influence.

Reference: L4M5 Commercial Negotiation 2nd edition (CORE), Section 2.3 - Market Structures and Bargaining Power

NEW QUESTION # 144

Which of the following types of questions should be used most often in the proposing phase?

- A. Hypothetical questions
- B. Open questions
- C. Probing questions
- D. Closed questions

Answer: A

Explanation:

Explanation

At the proposing phase either side may start making tentative proposals regarding their offering. In the case of negotiation where TOP has already submitted a tender or proposal, this stage may provide an opportunity for them to make proposals to improve on their initial offers in general or in areas highlighted by the buying side in advance.

The word 'if' is very useful at this stage and allows you to test tentative proposals without committing yourself.

Skilled negotiators use language very carefully. The questions with 'if' are hypothetical ones.

LO 3, AC 3.1

NEW QUESTION # 145

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