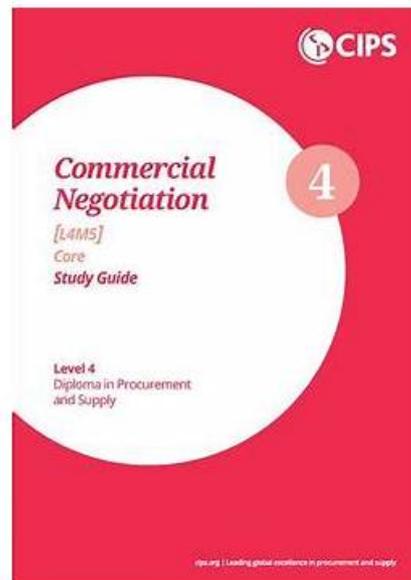


# Pass Guaranteed 2026 L4M5: Commercial Negotiation– Reliable Valid Exam Materials



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## **CIPS Commercial Negotiation Sample Questions (Q322-Q327):**

### **NEW QUESTION # 322**

Which of the following will positively affect reputational strength of an organisation? Select TWO that apply.

- A. Adopting out-of-date technology
- B. Weak internal coordination
- C. Great gap between reputation and reality
- **D. Strong customer focus**
- **E. High ethical standards**

**Answer: D,E**

Explanation:

In a globalised commercial world characterised by dynamic market and multiple companies competing for business, a positive corporate reputation can be an enormous asset. Reputational strength in one organisation might be based on some or all of the following characteristics:

- Quality of products or services
- Low cost/high value for money
- High ethical standards
- Reliability
- Cutting-edge technology
- Strong customer focus
- Engineering excellence

LO 1, AC 1.4

### **NEW QUESTION # 323**

Which of the following can be prepared before negotiation to achieve an agreement that benefits both parties?

- \* Zone of potential agreement (ZOPA)
- \* Attendee list
- \* Walk-away point
- \* Venue for the talks

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

**Answer: C**

Explanation:

The ZOPA defines the range of outcomes acceptable to both parties, while the walk-away point defines the minimum acceptable deal for the buyer. Together, these guide negotiation planning to avoid unfavourable agreements. Attendee lists and venues are logistical details, important but not central to negotiation value creation. Preparation of ZOPA and walk-away ensures structured, strategic decision-making and protects against poor deals.

Reference: CIPS L4M5 (2nd ed.), LO 2.2 - Planning tools: BATNA, ZOPA, walk-away points.

### **NEW QUESTION # 324**

Where there are high levels of commitment to relationships between both the buyer and supplier, this is seen as collaborative and beneficial to negotiations. Is this statement correct?

- A. No, this can be classified as adversarial
- B. Yes, characteristics include arm's length transactions and minimal communication
- C. Yes, characteristics include risk management and strategic planning
- D. No, collaboration does not require commitments from either side

**Answer: C**

#### NEW QUESTION # 325

Maria is a professional services category buyer within the National Health Service. Due to the severe financial budget cutbacks the National Health Service is facing, the procurement team has been tasked with achieving cost savings so that funding available can be spent on patient care. Maria plans to achieve savings with one of her collaborative suppliers. Which negotiation approach should she undertake?

- A. Lose-Lose
- B. Win-Win
- C. Win-Perceived Win
- D. Win-Lose

**Answer: B**

Explanation:

The Win-Win approach is the most appropriate negotiation strategy in situations where collaboration and ongoing relationships are prioritized. In this case:

Achieving cost savings: The NHS aims to reduce expenses in order to reallocate funds to critical areas, making it essential that both parties work together to find cost-effective solutions.

Collaborative supplier relationship: Since Maria is working with a collaborative supplier, maintaining a positive relationship through mutual benefit is essential for continued cooperation.

Alignment with public service objectives: A Win-Win outcome aligns with the NHS's broader objectives of maximizing resources for patient care, as it ensures that savings are achieved without undermining the supplier's commitment to quality service.

This approach aligns with CIPS guidelines for maintaining productive, ethical partnerships in procurement, especially in critical sectors like healthcare.

#### NEW QUESTION # 326

Where a negotiator uses numerical reasoning with facts as part of their negotiation approach, which of the following techniques will they be adopting?

- A. Threat
- B. Emotion
- C. Logic
- D. Power

**Answer: C**

Explanation:

Using logic involves applying numerical data and factual evidence to support arguments in a negotiation.

Logical reasoning appeals to objective analysis rather than emotional or coercive tactics and is effective in convincing the other party through structured, fact-based arguments, aligning with CIPS's guidance on logical negotiation techniques.

#### NEW QUESTION # 327

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