



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
COMMERCE**

BBA 424: NEGOTIATION SKILLS

DATE: 19/12/2017

TIME: 8.30-10.30 AM

INSTRUCTIONS

- i. Answer questions **ONE** and any other **TWO** questions. In total answer **THREE** questions.
- ii. Question **ONE** constitutes 30 marks in total while the rest of the questions accounts for 20 marks each.
- iii. Use of relevant examples and real life cases is encouraged.

QUESTION ONE (30 MARKS)

- a) Identify and discuss any four situations when buying and selling entities may find it necessary to enter into a negotiation process. (10 marks)
- b) XYZ enterprises being a purchasing organization and Kenya University (the selling institution) have been on and off of a negotiating table on issues ranging from price to technical support without success.
Discuss five obstacles that could possibly be attributed to this non-success. (10 marks)
- c) Using good examples, discuss any five differences between adversarial and partnership approaches to negotiation. (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain **THREE** factors a buying organization might consider when establishing its bargaining position in relation to a supplier. (10 marks)

- b) Discuss how effective listening skills could improve the supplier's contribution to the negotiation. (10 marks)

QUESTION THREE (20 MARKS)

- a) Illustrate and briefly discuss the negotiation framework. (10 marks)
- b) Using good examples briefly discuss steps in a purchasing system. (10 marks)

QUESTION FOUR (20 MARKS)

- a) "International negotiations are much more complex than domestic negotiations". Discuss this statement using appropriate examples. (10 marks)
- b) State and analyze five strategies that an organization can employ towards realizing a successful negotiation. (10 marks)

QUESTION FIVE (20 MARKS)

- a) When assessing the success and effectiveness of a negotiation process certain factors have to be considered. Using good examples, discuss these factors. (10 marks)
- b) Discuss five attributes of an effective negotiator. (10 marks)