



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT Y4S2

BOM 4406: BUSINESS NEGOTIATIONS AND NETWORKS

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: JULY 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

- a) i) State what you understand by the term 'The Dual Concerns Model' in conflict management. [2 marks]
- ii) Discuss the FIVE Major strategies for conflict management that have been identified in the dual concerns model. [10 marks]
- b) Explain how Pre-negotiations planning can help parties in achieving favourable results. [8 marks]
- c) Outline the objectives of networking in an organization. [4 Marks]
- d) Discuss Any **three** best practices of Networking that business organizations can follow to maximize their incomes. [6 Marks].

QUESTION TWO

- a) In business just as in life; you do not get what you deserve, you get what you negotiate. Based on this fact elaborate on the basic principles for negotiation. [10 marks]
- b) Successful negotiations, that end -up in a win-win, can occur if the parties are predisposed to finding a mutually acceptable joint solution. Suggest what negotiators ought to do in order to achieve a win-win outcome during negotiations. [10 marks]

QUESTION THREE

- a) Perception is the process of screening, selecting and interpreting stimuli so that they have meaning to the individual. However perceptual efficiencies that result may come at the expense of accuracy. Analyze Any SIX perception biases that can affect the outcome of a negotiation. [12 Marks]
- b) Explain the following terms as used in negotiations:
- (i) Impasse [2 marks]
 - (ii) ZOPA [2 marks]
 - (iii) Networking [2 marks]
 - (iv) Negotiation Concessions. [2 marks]

QUESTION FOUR

- a) Elaborate on the characteristics exhibited by skilled negotiators. [10 marks]
- b) Discuss emerging issues in the following areas;
- (i) Negotiation [6 marks]
 - (ii) Business networks. [4 marks]

QUESTION FIVE

- a) Describe Any FIVE business social networking sites in Kenya and indicate how an Enterprise can benefit from them. [10 marks]
- b) In business organizations, a number of factors are known to facilitate organizational conflict. Explain any FIVE specific causes of organizational conflict. [10 Marks]