



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **THREE**
FIRST SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 342

COURSE TITLE: NEGOTIATION

EXAMINATION DURATION: 3 HOURS

DATE: 06/12/17

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- The examination has SIX (6) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FIVE (5) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Compare and contrast the Characteristics of distributive and interactive negotiation [10 marks]
- (b) Elaborate the needs and importance of Negotiation in business organization [10 marks]
- (c) Highlight the factors that facilitates negotiation integration [5 marks]

QUESTION TWO

- (a) Describe several tactics that may be used to create value in negotiation [10 marks]
- (b) Define the term BATNA and why is it important to the negotiator [5 marks]

QUESTION THREE

- (a) A successful negotiator has certain outstanding qualities. Discuss five such qualities [5 marks]
- (b) Discuss main element or Considerations when preparing for negotiation [10 marks]

QUESTION FOUR

- (a) Differentiate between Strategy and Tactics application in negotiation [5 marks]
- (b) Dispute arises between buyer and Supplier. Describe the negotiation process to be followed in order to settle the matter [10 marks]

QUESTION FIVE

- (a) Discuss the RADPAC model of negotiation and its Significance for Negotiation [10 marks]
- (b) Describe the impact of internet on Purchasing Negotiation [5 marks]

QUESTION SIX

- (a) Outline the following terms as applied in Negotiation [8 marks]
 - i. Needs
 - ii. Negotiator position
 - iii. Interest
 - iv. Want
- (b) Explain the sources of Power in Negotiation [7 marks]

