



W1-2-60-1-6

JOMO KENYATTA UNIVERSITY**OF****AGRICULTURE AND TECHNOLOGY****University Examinations 2017/2018****SECOND YEAR SECOND SEMESTER EXAMINATION FOR****THE DEGREE OF BACHELOR OF CORPORATE COMMUNICATION****HCC 2208: NEGOTIATION SKILLS****DATE: JULY/AUGUST 2018****TIME: 2 HOURS****INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO
QUESTIONS****Question One (30 Marks)**

- a) Give a detailed definition of the meaning of negotiation and give examples to support your answer. (5 Marks)
- b) Explain your importance of negotiation (5 Marks)
- c) Distinguish between: (10 Marks)
- (i) Walk away price (WAP) from Zone of Possible agreement (ZOPA)
- d) What are the skills needed for successful negotiation? (5 Marks)
- e) Briefly explain why non verbal behaviour is important in negotiation situations. (5 Marks)

Question Two (20 Marks)

Using the process on issue or a case study of your choice, discuss this issue using the process of negotiation. Explain the issue or case study using the process of negotiation. (20 Marks)

Question Three (20 Marks)

- a) Describe the styles of negotiation that one can use, giving their pros and cons. (10 Marks)
- b) Explain the various sources of power in negotiation and how they affect negotiation outcomes. (10 Marks)

Question Four (20 Marks)

- a) Describe ethical issues to adhere to in negotiation situations. (10 Marks)
- b) Explain:
- (i) Game theory of conflict (5 Marks)
 - (ii) Face – negotiation theory of conflict (5 Marks)