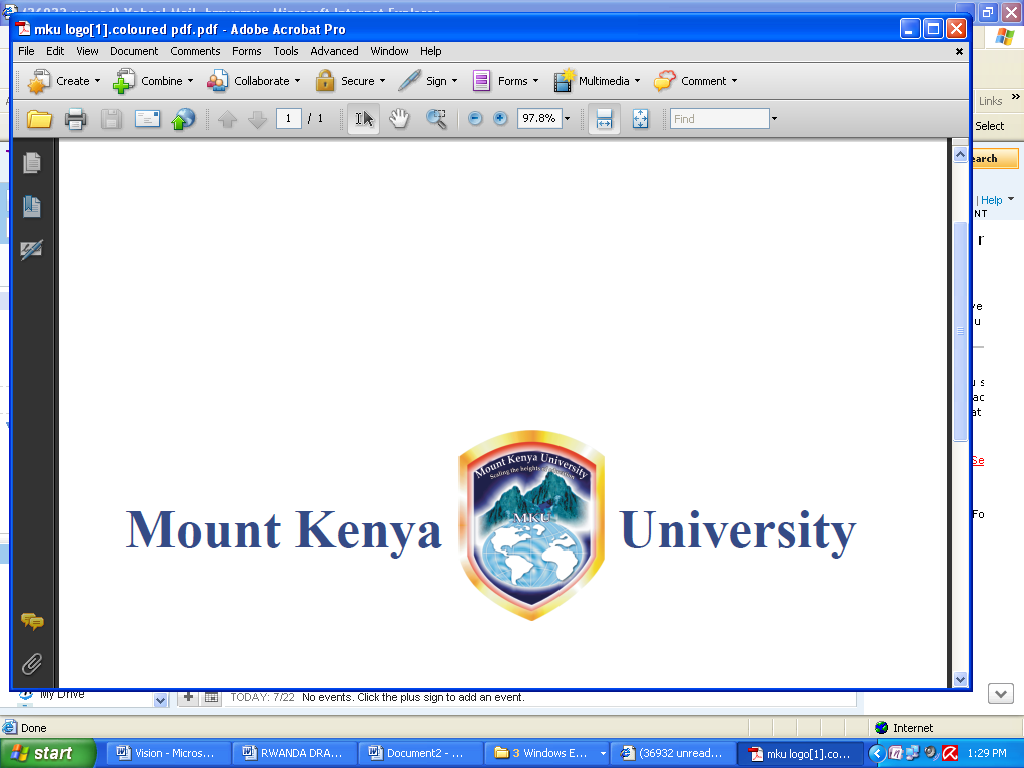
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**UNIVERSITY EXAMINATIONS 2016/2017**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

**BBM/BCOM/BMOA**

**VIRTUAL VARSITY**

**UNIT CODE: BBM4215 UNIT TITLE: NEGOTIATION**

**DATE: JULY/AUGUST 2017 MAIN EXAM TIME: 2 HOURS**

**INSTRUCTIONS:ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

(a)Briefly explain the concept of positional and principles of negotiation. (4marks)

(b) Differentiate between individual and team approaches to negotiation. (6marks)

(c) Identify and explain any three analysis tools that can be used in negotiation.(10marks)

(d)Write short notes on the following

(i)Negotiation strategy (2marks)

(ii) Negotiation tactics (2marks)

(iii) Dummy run (2marks)

(iv) Ploys in negotiation (2marks)

(e)Discuss any four sources of power negotiation. (2marks)

**QUESTION TWO**

(a) Briefly discuss pre-negotiation phase of the negotiation process. (10marks)

(b)Identify and explain the factors in negotiation. (10marks)

**QUESTION THREE**

(a) Discuss the negotiation situation in which the buyer position is strong. (10marks)

(b)Explain clearly the post negotiation process. (10marks)

**QUESTION FOUR**

(a) By use of suitable examples differentiate adversarial negotiation with collaboration with negotiation. (12marks)

(b)Explain the challenges of team negotiation (8marks)

**QUESTION FIVE**

(a) Discuss the characteristic of good negotiation. (12marks)

(b)Explain the methods that can be used to break a dead locked negotiation. (8marks)