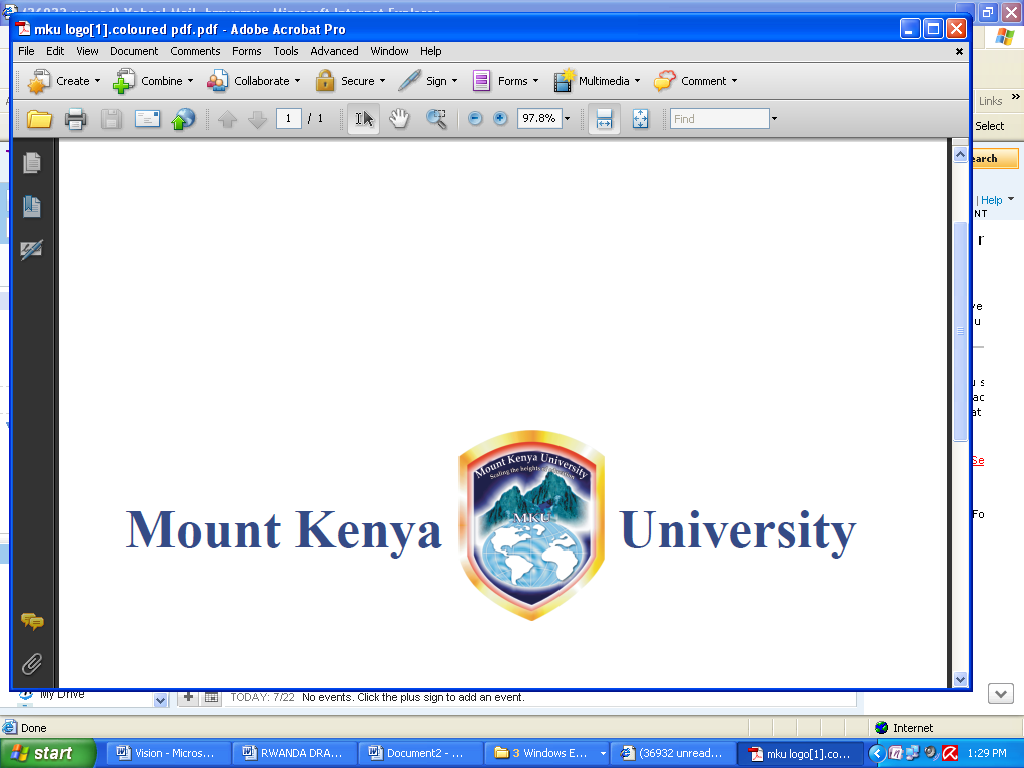
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**UNIVERSITY EXAMINATION 2016/2017**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

**BACHELOR OF BUSINESS MANAGEMENT/ BACHELOR OF COMMERCE**

**VIRTUAL CAMPUS**

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

**DATE: DECEMBER 2016 MAIN EXAM TIME**: **2 HOURS**

**Instructions: Answer Question One And Any Other Two**

**Question one**

1. Describe the process one would follow in negotiation planning. (10 marks)
2. Discuss the critical factors that managers should factor in when formulation objectives and developing strategies. (5 marks)
3. As a negotiation what is the best way to approach a buyer-supplier negotiation. (5 marks)
4. Describe and give relevant illustrations on the five –phase negotiation process. (5 marks)
5. Describe the global sourcing process and the importance of every step. (5 marks)

**Question two**

1. In detail describe the international purchase process that negotiators adhere to. (10 marks)
2. Critically discuss the benefits of face-to –face negotiation over other methods. (10 marks)

**Question three**

1. Describe the benefits of internet- based negotiation over traditional media. (10 marks)
2. Discuss various negotiation tactics that can enable a negotiator to reach an agreement. (10 marks)

**Question four**

1. Assuming the position of a negotiation expert, classify the negotiation skills that are crucial to possess (10 marks)
2. Describe the key elements of the win-win negotiation process (10 marks)

**Question five**

1. What are the critical elements of a win-lose negotiation that negotiators should muster. (10 marks)
2. Explain the common mistakes that negotiators should strive to avoid on the negotiation table. (10 marks)