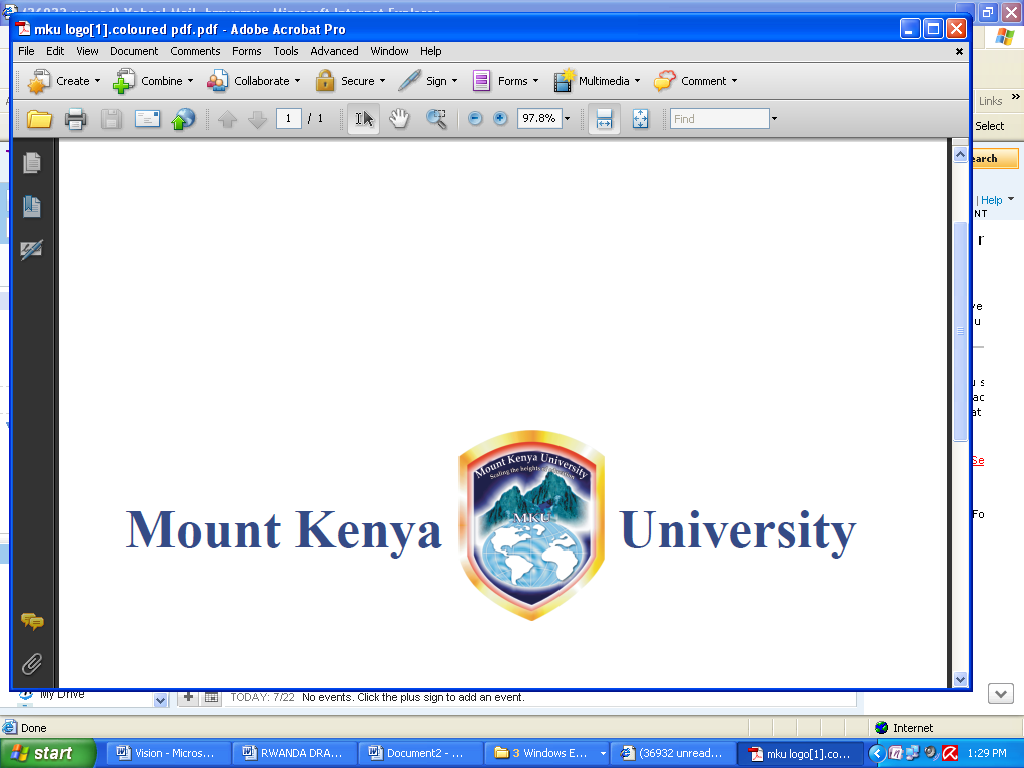
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**UNIVERSITY EXAMINATIONS 2015/2016**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

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

**VIRTUAL CAMPUS**

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

**DATE: AUGUST 2016 SPECIAL/SUPP TIMES: 2 HOURS**

**INSTRUCTIONS:**

* **ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

**Question One**

1. Discuss the 2 types of negotiation. (6 Marks)
2. Discuss the factors affecting negotiations. (6 Marks)
3. Outline specific tactics used in negotiations. (6 Marks)
4. State the key strategies of negotiations. (6 Marks)
5. Explain the two main negotiation approaches. (6 Marks)

**Question Two**

1. Explain the negotiation process. (10 Marks)
2. Discuss the 2 types of goals set for negotiations. (10 Marks)

**Question Three**

1. Discuss the characteristics of a successful negotiator. (10 Marks)
2. Discuss the sources of power in negotiations. (10 Marks)

**Question Four**

1. Explain the importance of negotiation ethics. (10 Marks)
2. Describe the objectives of negotiation citing examples. (10 Marks)

**Question Five**

1. Describe positional and principled negotiations. (10 Marks)
2. Discuss the importance of measurement and evaluations of negotiations. (10 Marks)