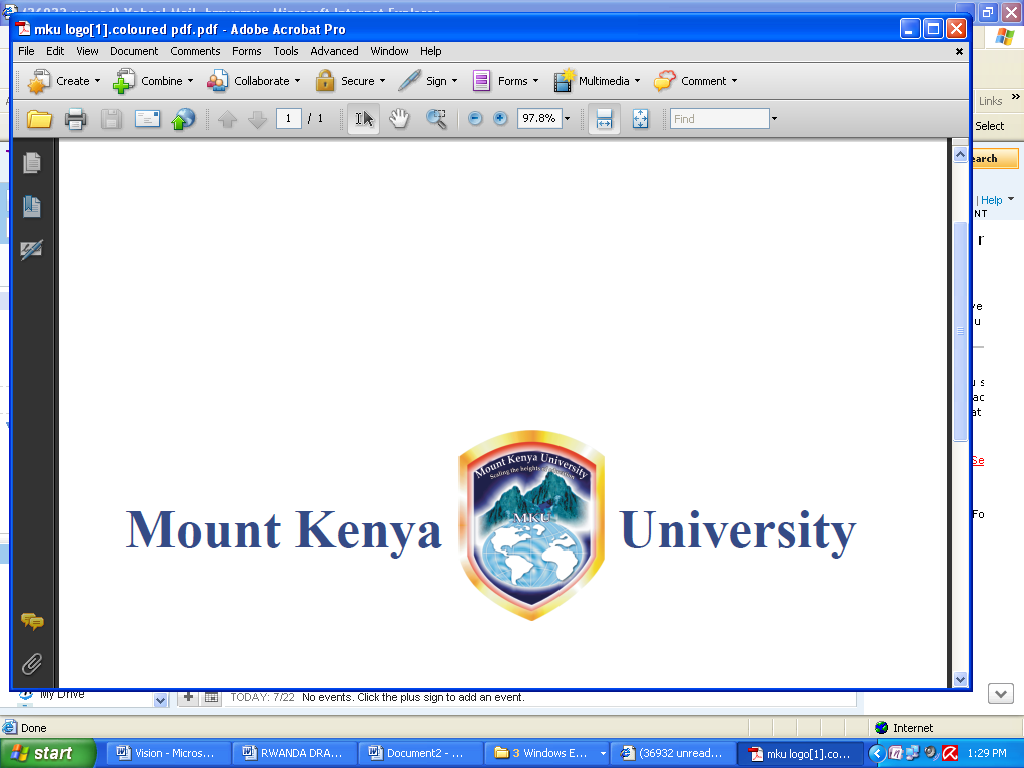
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**UNIVERSITY EXAMINATION 2016/2017**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

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

**VIRTUAL CAMPUS**

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

**DATE: MARCH 2017 SPECIAL/SUPP TIME**: **2 HOURS**

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

**Question one**

1. Discuss the following factor as in negotiation
2. Negotiator
3. Negotiation situation
4. Negotiation time. (10 marks)
5. Pre negotiation is an essential stage in the whole negotiation process. Outline five main activities considered at this level. (10 marks)
6. Briefly discuss three reasons that may validate adversaries strategies. (10 marks)

**Question two**

1. Explain the challenges encountered when negotiating with international suppliers. (10 marks)
2. Outline the objectives of negotiation. (10 marks)

**Question three**

1. Discuss any five strategies of negotiation. (10 marks)
2. Describe the barriers to successful bargaining. (10 marks)

**Question four**

1. Describe five ways of dealing with difficult internal customers. (10 marks)
2. Discuss how personal effectiveness in Negotiating with internal customers may be evaluated. (10 marks)

**Question five**

1. Describe the “BATNA” process and evaluate its merits. (10 marks)
2. Discuss what is meant by “conditioning in negotiation, using examples to illustrate the answer. (10 marks)