



**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 2105: COMMUNICATION AND NEGOTIATION SKILLS
END OF SEMESTER EXAMINATION**

Date: 4th November 2021

Time: 15:30-17:30

Instructions

- 1. This examination consists of FIVE questions.**
- 2. Answer Question ONE (COMPULSORY) and any other TWO questions.**

QUESTION ONE (Compulsory)

A) You are a Nairobi County official who is part a team mandated to spearhead the upgrading of a section of a Nairobi slum. The county office has given notice to residents of the area targeted for upgrading to vacate in 30 days. The residents are angry and claim that their eviction is a plan by greedy county officials to grab land. They have vowed to mobilise other slum residents to engage in protests to resist eviction. The county office is keen to avoid confrontation and wants to engage the residents in negotiation. You ask the residents to choose some representatives to discuss the way forward with your team.

- i) Negotiation has been described as a form of interpersonal communication. Describe how this would apply in the above case. (6 marks)
- ii) Describe how you would plan for the negotiation process. (6 marks)
- iii) Discuss how a win-lose situation would impact your team and the slum residents. (6 marks)
- iv) Explain how you would use the win-win strategy to solve the issue. (6 marks)

B) With examples, briefly describe the role of nonverbal communication in a negotiation context. (6 marks)

QUESTION TWO

- A)** Describe any FOUR types of negotiators. (8 marks)
- B)** Using examples, discuss the impact of technology on negotiation. (7 marks)

QUESTION THREE

- A)** The opening offer and counter offer is one of the tactics of negotiation. However, the negotiating parties must decide who makes the first offer. Briefly discuss TWO approaches used to do this. (7 marks)
- B)** Explain how the following four techniques are used in negotiating: (8 marks)
- i. Timing
 - ii. Silence
 - iii. Flinch
 - iv. Reluctance

QUESTION FOUR

- A)** Describe game theory and its role in negotiations. (5 marks)
- B)** You and four other friends have decided to register a company. Demonstrate how you will use the game theory to negotiate how you will distribute the 100 shares among yourselves. (10 marks)

QUESTION FIVE

- A)** With examples describe FOUR types of difficult people in negotiations and illustrate how to deal with them. (8 marks)
- B)** Explain why listening skills are considered important in negotiations. (7 marks)