



**Strathmore**  
UNIVERSITY

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

**Date: 28<sup>th</sup> October 2024**

**Time: 15:30-17:30**

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**Instructions**

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

**QUESTION ONE (Compulsory)**

Expansive Energy, a Nigerian-based oil and gas company wants to diversify its operations by entering the mining sector. Zawadi Mining, a Tanzanian company with expertise in rare earth minerals seeks a strategic partner to expand its operations. Both companies have seen an opportunity for a joint venture to explore and develop a new mining site in Tanzania.

However, the negotiation process is moving slowly due to the significant cultural, gender, ethnic, and personality differences between the key negotiators: Expansive Energy's CEO, Ruth Adeola, is a Nigerian national known for her assertiveness and direct communication style. Zawadi Mining's CEO, Mtulivu Juma, a Tanzanian national is known for his reserved temperament and consensus-driven approach.

The first meeting was held in Dar es Salaam, Tanzania, at Zawadi Mining's headquarters. From the outset, cultural differences became apparent. Adeola is used to a fast-paced work environment while Juma works in a context where relationship-building, establishing trust and understanding is a critical first step in business negotiations.

- A) Describe how the two will navigate their personality differences so as to proceed with the negotiation process smoothly. (8 marks)

B) Analyse the gender and cultural differences that emerge from the negotiation situation and explain how the two negotiating parties can resolve them. (10 marks)

C) Utilise any TWO negotiating styles to demonstrate how the two parties would get a win-win outcome. (4 marks)

D) Illustrate how any FIVE aspects of communication skills would apply in the negotiation process in the above scenario. (8 marks)

## **QUESTION TWO**

A) Discuss the role of ethics and trust in negotiation communication. Provide examples to support your arguments. (9 marks)

B) Analyse common barriers to effective communication during negotiation. (6 marks)

## **QUESTION THREE**

A) Using examples, explain the importance of asking relevant questions during negotiations. (8 marks)

B) Using a scenario of your choice outline THREE reasons why listening is a key part of the negotiation process. (7 marks)

## **QUESTION FOUR**

You have just passed an interview for a position at GlobalComm, one of the most prestigious communication firms in the country. The firm is known for its innovative projects and influential client base, making it a dream employer for many in the field. After the interview, which focused on your skills and potential fit within the company, you were invited for a meeting to discuss salary and other benefits.

During your research, you discover that while GlobalComm has a structured career progression system, the entry-level salary for university graduates is not fixed. Instead, it varies based on the candidate's negotiation skills. This adds to your anxiety, as you are keen on securing the job but also want to ensure you negotiate a favorable deal

that reflects your value.

A) Illustrate how you would utilise any THREE negotiation tactics discussed in class to negotiate for a good salary. (6 marks)

B) Explain how the issue of position versus interest would play out in the negotiation process. (4 marks)

C) Briefly describe how you would effectively tackle the question of power in the above scenario. (5 marks)

#### **QUESTION FIVE**

A) Explore the significance of nonverbal communication in the negotiation process. (9 marks)

B) Illustrate the importance of plan B in a negotiation situation. (6 marks)