



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

Date: 8th November 2022

Time: 08:00 – 10:00

Instructions

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

QUESTION ONE

(30 marks)

You are the Chairperson of Ushindi Estate Association. Ushindi is an estate situated near one of the large informal settlements in Nairobi County. Residents of the informal settlement have set up structures using the perimeter wall of the estate. The structures have defaced the perimeter wall and caused congestion along the road making driving into and out of Ushindi, a nightmare for residents. The encroachment onto the road that leads into the estate causes occasional clogging up of the sewer system especially when it rains. The entrance to the gate has also become a dumping site for the residents of the informal settlement. The association has reached out to the area Member of County Assembly (MCA) to help spearhead the demolition of the structures but the MCA has declined from offering help because the informal settlement residents' overwhelmingly voted for him in the recent general election. The only option left is for the association to engage leaders from the informal settlement to try and resolve the issue.

A) The first step in negotiation is understanding your goals. Using your knowledge on negotiation, clearly describe three differing interests of the two parties in the scenario above. (6 marks)

B) The two parties in the scenario come from different socio-economic backgrounds. Describe how the different backgrounds might impact the negotiation process. (6 marks)

C) Demonstrate how your attitude will play a big role in trying to achieve a Win-Win outcome. (5 marks)

D) Differentiate between collaborative and compromise negotiating styles. (5 marks)

E) Illustrate how any FOUR aspects of communication skills would apply in the negotiation process in the scenario. (8 marks)

QUESTION TWO (15 marks)

One of the assignments in the Communication and Negotiations Skills class is a group project that you are expected to carry out with two classmates. The groups have been preassigned by the lecturer. The project is worth 30 percent of the final semester's grade. You are a hardworking and disciplined student but you are not sure how your classmates work as you have never teamed up with them before. You are worried because some students do not demonstrate enthusiasm for group work.

A) Demonstrate how you would use the game theory to make sure that each works on a substantial part of the project. (9 marks)

B) With an example in each case describe the role any THREE interpersonal skills will play in ensuring the success of the negotiation in the scenario above. (6 marks)

QUESTION THREE (15 marks)

Imagine that you are a recent graduate who recently passed the first interview for a position in one of the prestigious communication firms in Nairobi. The company has invited you for the second interview to discuss the salary and other benefits. During your research about the organisation you get information that although the company has a structure on career progression the entry point for a university graduate is flexible and greatly depends on how you negotiate for your salary. You are anxious about the interview because you want the job but you also want to make sure you get a good deal.

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

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

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

QUESTION FOUR

(15 marks)

You are part of a Kenyan team that has been selected by the organisation you work for to meet and negotiate with a group of prospective American investors.

A) Using THREE examples, Illustrate how culture might determine the negotiation styles adopted by the team from the two countries. (9 marks)

B) Analyse THREE ways in which non-verbal communication will affect the negotiation process described here. (6 marks)

QUESTION FIVE

(15 marks)

A) A good negotiator knows how to ask relevant questions. Use FOUR examples to explain the importance of asking questions during negotiation. (8 marks)

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