



OFFICE OF THE DEPUTY CHANCELLOR
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 342

COURSE TITLE: NEGOTIATION IN SUPPLY CHAIN MANAGEMENT

DATE: 20TH DECEMBER 2023

TIME: 9.00 A.M TO 12.00 P.M

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

MAIN EXAM

BBM 342: NEGOTIATION IN SUPPLY CHAIN MANAGEMENT

STREAM: BBM

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.*
- ii. Maps and diagrams should be used whenever they serve to illustrate the answer.*
- iii. Do not write on the question paper.*

QUESTION ONE (30 MARKS)

- a) Discuss the various types of negotiation that could be used by the negotiation team (10 marks)
- b) Define negotiation and discuss the steps you will undergo in the preparation for negotiations (10 marks)
- c) During negotiations it is important to know and understand the roles and responsibilities of each member of the negotiating team. Elucidate (10 marks).

QUESTION TWO (20 MARKS)

- a. Explain the various Do's and Don'ts in negotiations that a negotiator should be aware of when engaging in negotiations (10 marks)
- b. Discuss the merits of engaging in a negotiation process (10 marks)

QUESTION THREE (20 MARKS)

- a. Discuss the characteristics of unsuccessful negotiators (10 marks)
- b. Discuss the negotiation myths as brought out by Thompson 1998(10 marks)

QUESTION FOUR (20 MARKS)

- a. Discuss the effective skills that a good negotiator should possess (10 marks)
- b. Explain the crucial elements in every negotiations (10 marks)

QUESTION FIVE (20 MARKS)

- a. Elucidate the main areas of negotiation during the negotiation process. (10 marks)
- b. Discuss some of the negotiation techniques that a negotiator may adopt in order to achieve an outcome that both parties may accept (10 marks)