



Riara School of Business
Nurturing business innovators

JANUARY - APRIL 2015 TRIMESTER EXAMINATIONS
DAY PROGRAMME
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
BBA 303: BUSINESS COMMUNICATION & NEGOTIATION

DATE: 15TH APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS

- i) Answer question one and any other two**
 - ii) Marks allocated to each question are shown at the end of the question**
 - iii) Arrange your work neatly and indicate the questions answered in the examination booklet**
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QUESTION ONE: COMPULSORY - 30 Marks:

- (a) Define culture and explain how culture is learned (5 Marks)**

- (b) Define ethnocentrism and stereotyping (5 Marks)**

- (c) Identify five electronic media available for short messages (5 Marks)**

- (d) Name five personality attributes of which you may not be aware of that can affect your negotiation performance and explain why. (10 Marks)**

- (e) Define communication and describe the communication process model (5 Marks)**

QUESTION TWO:

(a) In the second step of the Three-Step Writing process, you are required to adapt to your audience and then compose the message in order to communicate effectively. One way of adapting to your audience is through establishing your credibility.

(i) Define credibility **(5 Marks)**

(ii) Give five examples on how you can establish your credibility **(5 Marks)**

(b) Describe the four tasks involved in preparing and completing business reports and proposals **(5 Marks)**

(c) When you prepare a speech or presentation, your first step involves analyzing the situation. Explain why. **(5 Marks)**

QUESTION THREE:

(a) Describe ten Components of Negotiation Performance **(10 Marks)**

(b) Define “Conflict” **(5 Marks)**

(c) Describe how according to the conflict theory, conflict serves a communication function. **(5 Marks)**

QUESTION FOUR:

In participative management, employees are involved in the company's decision making.

(a) Describe five advantages of working in teams. **(5 Marks)**

(b) Discuss three disadvantages of working in teams. **(5 Marks)**

(c) Discuss five characteristics of effective teams. **(5 Marks)**

(d) Discuss two characteristics of ineffective teams. **(5 Marks)**