



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

MAY-AUGUST 2021 SEMESTER EXAM

CAMPUS: ONLINE

DEPARTMENT: BUSINESS

COURSE CODE: CEN 303

COURSE TITLE: BUSINESS NETWORKING STRATEGIES

DATE: FRIDAY 13TH AUGUST

DURATION: 3 HOURS

TIME: 11:15AM-2.15PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write clearly.
- ALL PAC University's examination rules and regulations apply
- This exam has **SIX** questions. Answer Question **ONE (COMPULSORY)** and any other **THREE** questions.
- All questions carry equal marks.

- Q1** (a) You have been invited to networking breakfast and you are looking to make the most of the opportunity. Describe two items that you will include in your networking toolkit (4 marks)
- (b) A networking organization wants to attract traffic to its website. The organization has approached you to write a blog that would help them achieve this objective. Justify three benefits of networking that you will include in the blog (6 marks)
- Q2** (a) Explain two elements of a self-enhancement scorecard (4 marks)
- (b) Personal development requires commitment to a life-long learning. Discuss three strategies of knowledge enhancement (6 marks)
- Q3** (a) Outline four key steps to be followed when networking. (2 marks)
- (b) Discuss four ways to cultivate social skills for networking (8 marks)
- Q4** (a) Effective networking entails following a set of rules. Explain any two of them. (4 marks)
- (b) Discuss three fundamental techniques for handling people in a networking forum. (6 marks)
- Q5** (a) Explain two deal breakers to avoid whenever networking (4 marks)
- (b) Describe three types of business networks for entrepreneurs (6 marks)
- Q6** Prepare your personality development plan containing five features of effectiveness

(10 marks)