



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: CEN303

COURSE TITLE: BUSINESS NETWORKING STRATEGIES-DEGREE-ONLINE

Time: 17:00HRS-20:00HRS

Instructions

- Read all questions carefully before attempting.*
- Answer FOUR questions out of the SIX Provided*
- Question ONE is Compulsory*

QUESTION ONE COMPLUSORY {10MKS }

- a) Discuss **four** goals of networking events (4mks)
- b) Giving examples in each case, explain **three** types of Business Networking Strategies (6mks)

PART B: ANSWER TREE QUESTIONS ONLY

10 MARKS EACH

QUESTION TWO

{10MARKS}

- a) Discuss **four** reasons why networking is very important for small businesses
(4mks)
- b) Explain **three** aspects of your business which may be a source of stress to your employees
(6mks)

QUESTION THREE

{10MKS}

- a) Citing examples in each case, explain **two** determinants of Personality
(2mks)
- b) Discuss **four** types of phone calls which would help you to cultivate and expand your Network
(4mks)
- c) Giving examples in each case, Discuss **two** types of teams
(4mks)

QUESTION FOUR

{10

MARKS}

- a) Building coalitions is one of the aspects of successful business networking. For the business coalition to succeed, there are some guidelines which must be adhered to. Discuss **four** of these guidelines
(4mks)
- b) Many modern business organizations are encouraging their employees to work in teams. Giving **three** reasons, explain **three** reasons why teams have become so popular in modern organization.
(6mks)

QUESTION FIVE
MARKS}

{10

- a) Peter is one of the hard working employees in the procurement and supplies department of XYZ Company. His performance has been good until recently when it began dropping. He has become aloof and does not want any company. He confided to his friend and colleague Siprian that he is contemplating resigning from the organization because he is no longer motivated. Outline **two** factors which could have caused Peter's demotivation **(2mks)**.
- b) Briefly discuss **four** limitation of Business Networking Strategies **(4mks)**
- c) There are personality traits which can help one to positively develop their personality for the success of their business networking strategies. Discuss **four** of these **(4mks)**

QUESTION SIX

{10 MARKS}

- a) Highlight **two** skills needed in counselling **(2mks)**
- b) Joy and Joyce are running a similar business. However, Joy is doing far much better than Joyce thanks to her coaching skills. Discuss **four** benefits Joy received from her coaching that made her perform better than Joyce **(4mks)**
- c) Sharon a business owner knows that for her business to grow, networking is the key. She approaches you for some advice on the different ways in which she can network effectively and see a positive change in her business. Explain to her **four** ways which will effectively address her problem if applied **(4mks)**

END OF EXAM

