



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: CEN303

COURSE TITLE: BUSINESS NETWORKING STRATEGIES-DEGREE-ONLINE

Time allowed: 3 HRS

Instructions

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

QUESTION ONE COMPLUSORY {10MKS }

- a) You have been invited to a networking event which you can't afford to miss. Discuss **Four** possible goals of the event **(4mks)**
- b) Many modern business organizations are encouraging their employees to work in teams. Giving **Three** reasons, explain why teams have become so popular in modern organization **(6mks)**

PART B: ANSWER TREE QUESTIONS ONLY
EACH

10 MARKS

QUESTION TWO

{10 MARKS}

- a) Highlight **Two** skills needed in counselling for a business networker (2mks)
- b) Jane and Dorcas are running a similar business. However, Jane is doing far much better than Dorcas due to her coaching skills. Discuss **Two** benefits Jane received from her coaching that made her perform better than Dorcas (4mks)
- c) Dan a business owner knows that for his business to grow, networking is the key. He approaches you for some advice on the different ways in which he can network effectively and see a positive change in his business. Explain to him **Two** ways which will effectively address his problem if well applied (4mks)

QUESTION THREE
MARKS}

{10

- a) Building coalitions is one of the aspects of successful business networking. Discuss **Two** guidelines which you should adhere to in order to succeed in your networking (4mks)
- b) Giving examples in each case, explain **Three** types of business networking strategies which you would use for the success of your business (6mks)

QUESTION FOUR
MARKS}

{10

- a) Joyce is one of the hardworking employees in the procurement and supplies department of ZED Company. Her performance has been good until recently when it began dropping. She has become aloof and does not want any company. She confided to you that she is contemplating resigning from the organization because she is no longer motivated. Discuss **Two** factors which could have caused Joyce's lack of motivation (2mks).
- b) Briefly discuss **Four** limitations 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 FIVE {10MARKS}

- a) As a small business owner and a networker, discuss **Four** benefits you have experienced in your business as a result of networking (4mks)
- b) Explain **Three** aspects of your business which may be a source of stress to your employees (6mks)

QUESTION SIX {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)

End of exam