



**CEN303 BUSINESS NETWORKING STRATEGIES
END OF SEMESTER EXAMINATION**

Time Allowed: 3 Hours

Instructions:

Answer **question one** and **any other three**.

QUESTION ONE (COMPULSORY)

- a. A small accounting firm wants to expand its client base through networking but has struggled to build meaningful connections.
 - i. Explain **two** possible reasons for their slow progress in building meaningful connections (4 marks)
 - ii. Discuss **three** actions they can take to improve their networking effectiveness (6 marks)
- b. You have been hired as a consultant by a business start-up founder with no established network. Develop a comprehensive networking strategy for the new business (10 marks)
- c. Using **two** examples, illustrate how networking supports business success in different industries (8 marks)
- d. Identify **two** challenges faced by business owners in networking (2 marks)

Answer ANY THREE questions in this section

QUESTION TWO

- a. Explain the term 'business networking' (2 marks)
- b. Explain **two** key benefits of business networking (2 marks)
- c. Discuss **three** strategies used by businesses in creating effective networks (6 marks)

QUESTION THREE

- a. Describe **two** online business networking platforms commonly used by professionals (6 marks)
- b. Explain how online platforms have transformed business networking (4 marks)

QUESTION FOUR

- a. Describe **two** ethical challenges that may arise in business networking (4 marks)
- b. Discuss **three** ways organizations promote ethical behaviour in networking (6 marks)

QUESTION FIVE

- a. Explain **any two** essential networking skills that business owners should develop (4 marks)
- b. Discuss **three** factors business owners should consider when selecting networking events or associations to join (6 marks)