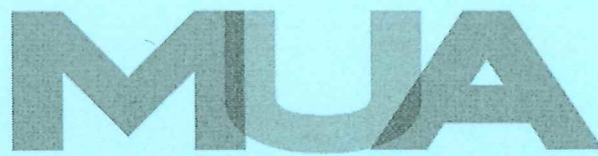


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BMT 403 : NETWORKING STRATEGIES

DATE: 5TH DECEMBER 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

SELF PRESENTATION IN BUSINESS NETWORKING STRATEGIES

John Kerry, CEO of TopTier Consultants in Nairobi, recognized the importance of self-presentation in business networking to grow his consulting firm. He faced the challenge of balancing authenticity with professionalism, realizing that at formal events, he needed to be seen as knowledgeable and capable, while at informal gatherings, "a more personable approach" was essential to connect with potential clients. John developed several key strategies for effective self-presentation. He **tailored his style** based on the context of each event, choosing more formal attire and emphasizing past successes at corporate events while using casual conversation in informal settings.

He also positioned himself as a **thought leader**, writing industry articles and speaking at events to build credibility, which allowed him to stand out in a competitive market. In addition, John focused on creating a **consistent personal brand** by aligning his online presence with how he presented himself at events. His use of **storytelling** in networking, sharing his entrepreneurial journey, made his interactions more memorable. He also became more mindful of **nonverbal cues**, using body language and tone to project confidence.

These strategies resulted in **stronger client relationships**, increased visibility, and new collaboration opportunities. John's experience showed that "adaptability is key" in self-presentation, and maintaining consistency across different settings builds trust and rapport. His case demonstrates how strategic self-presentation can enhance business networking outcomes.

Required:

- a) In the context of the case, examine how John Kerry adapted his self-presentation strategy to different networking environments and the outcome.

(5 Marks)

- b) Within the confines of the case, analyze the role thought leadership and storytelling played in John's networking strategy.

(8 Marks)

- c) Explain how John ensured consistency in his personal and professional branding across online and offline platforms. (8 Marks)
- d) Examine the lessons John learnt about adaptability in self-presentation (4 Marks)

QUESTION TWO

- a) Define negotiation in business networking in your own words. (2 Marks)
- b) Differentiate between distributive negotiation strategy and integrative negotiation strategy as used in business networking in organization (6 Marks)
- c) Briefly describe the negotiation process in any organization (7 Marks)

QUESTION THREE

Analyze the contemporary and emerging trends in business networking in developing countries with special reference to Kenya. (15 Marks)

QUESTION FOUR

- a) Discuss the components of the communication process. (12 Marks)
- b) Explain three (3) barriers to communication in a networking forum. (3 Marks)

QUESTION FIVE

- a) Demonstrate why business networking is important for professionals (6 Marks)
- b) Examine the key components of a successful business networking strategy. (9 Marks)

QUESTION SIX

- a) Define leadership in the context of business networking. **(3 Marks)**
- b) Examine four (4) factors of leadership in business networking in Kenya. **(8 Marks)**
- c) Leading a networking group is different from leading an organization. Assess the difference between network leadership and organizational leadership. **(4 Marks)**