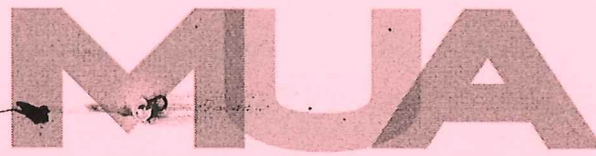


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BMT 403: NETWORKING STRATEGIES

DATE: 31ST MARCH 2025

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:

HAITI SELF HELP GROUP INC

Haiti Self Help Group Inc. is a Business Networking Club of newly qualified professionals. The Club was founded in Kenya in 2023 to champion the rights of newly qualified professionals in the civil service and greater public service within the Government agencies.

The culture of the Club is modelled around participatory and sometimes autocratic leadership. Members are sometimes made to feel part and parcel of the decision making process. Their views may be accorded due consideration before any decision is concluded. The Club leader is a firm believer in autocracy and this has alienated him from the members.

The effectiveness of the Club has slowed down. It is no longer the first preference of the newly qualifying professionals. The leadership has antagonized Government departments and agencies and opportunities are becoming rare. The membership feels it is time to change or perish. The leadership is resisting. The fortunes of the club are dwindling. And as they say, the rest is history.

Required:

- a) Within the context of the case, explain why leadership is important in business networking (3 Marks)

- b) The leadership of Haiti Self Help Group Inc. has failed the membership. Demonstrate why this is the case. (12 Marks)

- c) Compare and contrast Network and Organizational leadership to the leadership of Haiti Self Help Group Inc. (10 Marks)

QUESTION TWO

- a) Examine communication barriers in Business Networking Clubs in developing countries. (6 Marks)

- b) Describe how Shannon and Weaver communication model works. (9 Marks)

QUESTION THREE

- a) Explain the future trends in business networking in the 21st Century. (9 Marks)

- b) Examine the advantages and disadvantages of business networking in an organization. (6 Marks)

QUESTION FOUR

- a) Explain business networking in your own words. (3 Marks)

- b) Describe three (3) broad business networks business networking clubs can form within their ranks. (6 Marks)

- c) Examine the benefits of business networking in Kenya. (6 Marks)

QUESTION FIVE

Discuss contemporary and emerging issues in business networking in Kenya today. (15 Marks)

QUESTION SIX

- a) Examine self-presentation within the context of self -concept. (3 Marks)

- b) Self-Concept is part of corporate-grooming for impression and impact. Analyze basic factors that govern self -presentation in an organization.

(12 Marks)

