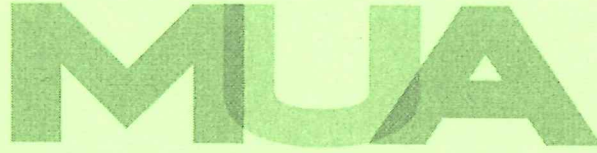


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP**

**BMT 403 : NETWORKING STRATEGIES**

**DATE: 29<sup>TH</sup> JULY 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:

### COMMUNICATION AND NETWORKING STRATEGIES AT CBA LTD

Business networking is critical in the success of a business. Nurturing professional relationships leads to important opportunities. Effective communication is critical to successful business networking. CBA Ltd is a software technology firm. The company operates in a highly competitive environment and intends to reach out and enter new markets through effective networking.

However, CBA Ltd has a poor network within the industry, thus slowing its ability to discover new opportunities and expand its client base. Current networking efforts are unproductive as a result of poor communication strategies.

CBA Ltd recognizes the need to revamp her networking strategies. To expand her reach and connect with industry professionals, CBA Ltd has turned to social media platforms. Last year, it organized webinars and workshops on industry-related topics and this has positioned them as industry experts. Further, they have begun to actively participate in industry conferences, trade shows, and networking events. In addition, they have adopted a robust follow-up strategy and are now sending personalized thank-you notes, sharing relevant resources, and maintaining regular contact with new connections.

The Company has successfully expanded her network within the industry. Through webinars, workshops, and event participation, CBA Ltd has forged several strategic partnerships and collaborations. Their active presence on social media and participation in industry events has boosted their visibility. By following up effectively and nurturing relationships, CBA Ltd has increased conversion rates of new clients and partnerships.

The success of CBA Ltd demonstrates how critical clear objectives and communication channels can lead to valuable partnerships and business opportunities.

**Required:**

- a) Evaluate the obstacles that CBA Ltd faced in her business networking efforts. (3 Marks)
- b) Explain three (3) communication strategies that CBA Ltd implemented to improve her networking endeavours. (6 Marks)
- c) Analyse how CBA Ltd leveraged social media in her networking endeavours. (6 Marks)
- d) Describe CBA Ltd follow-up strategy and its impact on her networking results. (4 Marks)
- e) Analyse six (6) lessons that other businesses can learn from this case study. (6 Marks)

#### QUESTION TWO

- a) Explain self-presentation in business networking? (6 Marks)
- b) Examine how you can effectively manage first impression during business networking events. (9 Marks)

#### QUESTION THREE

- a) Discuss six (6) benefits of business networking in the world today. (12 Marks)
- b) Define business networking in your own words. (3 Marks)

#### QUESTION FOUR

- a) Examine three (3) roles of leadership in successful business networking. (6 Marks)
- b) Appraise three (3) leadership qualities necessary for successful business networking in Africa. (9 Marks)

#### QUESTION FIVE

Discuss the importance of organizational networks to business networking in the world. (15 Marks)

#### QUESTION SIX

- a) Analyse five (5) elements of a successful negotiation strategy. (10 Marks)
- b) Evaluate five (5) common negotiation mistakes that should be avoided during a business deal. (5 Marks)

