

CO-OPERATIVE UNIVERSITY OF KENYA
CO-OPERATIVE PHILOSOPHY
UNIT CODE: HCOB 2210
NETWORKING STRATEGIES

END OF SEMESTER EXAMINATION (MAY /AUGUST 2019)

INSTRUCTIONS: ATTEMPT QUESTION ONE AND ANY OTHER TWO.

QUESTION ONE(30mks)

- i)Discuss the various types of business networking & clearly bring out the benefits of business networking.(10mks)
- ii)Discuss 3 types of computer networks 6 (mks)
- iii)Discuss s factors that influence an individuals stresss tolerance levels (6 mks)
- iv)Bruce Tuckman (1965) a re-known psychologist, is credited with being instrumental in groups development model. Discuss group development sequence by Tuckman.
(8 mks)

QUESTION TWO (20mks)

- a) Write short notes on Multilevel marketing (MLM)bringing out its meaning, history and MLM success strategies (10mks)
- b) Discuss the various kinds of communications clearly showing advantages & disadvantages of each. (10 mks)

QUESTION THREE

- a)Discuss causes of conflict in an organization and its effects. What techniques would you employ in conflict management (10mks)
- b)Discuss with aid of an illustration the communication process, main communication barriers and how the communication barriers can be overcome (10mks)

QUESTION FOUR

- a) What do you understand by the term group dynamics .What are some of the strategies that a leader can employ to improve group dynamics in an organization.(10mks)
- b) Discuss characteristics of effective teams (10mks)

QUESTION 5

Discuss the following change management models

i) Kurt Lewin's change model (10mks)

ii) Kotter's 8 step model (10mks)