

THE CO-OPERATIVE UNIVERSITY COLLEGE OF KENYA

(A Constituent college of Jomo Kenyatta University of Agriculture & Technology)

ELEARNING

UNIT CODE: HCOB 2210

UNIT: NETWORKING STRATEGIES

INSTRUCTION

Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- a) Discuss the advantages of digitization to a co-operative organization (10 marks)
- b) Explain the Principles of Inter-Organizational Linkages (10 marks)
- c) There are ten types of organizational change which endlessly overlap. It's rare to have a change that impacts just one area. Discuss (10 marks)

(Total Marks- 30 Marks)

QUESTION TWO

- a) Distinguish between groups and teams (6 marks)
- b) There are 7 C's of effective communication which are applicable to both written as well as oral communication (14 marks)

(Total Marks- 20 Marks)

QUESTION THREE

- a) Achieving MLM success is not a mystery, but it seems like everyone knows somebody who has failed with a network marketing opportunity. Discuss (10 marks)
- b) Employees buy into the change after leaders convince them of the urgent need for change to occur. Explain Lewin's Change Management Model (10 marks)

(Total Marks- 20 Marks)

QUESTION FOUR

- c) Explain the importance of communication in a Co-operative organization (10 marks)
- d) There are five kinds of communication channels used for cable or air connections. Discuss (10 marks)

(Total Marks- 20 Marks)

QUESTION FIVE

Stress is a normal physical response to events that make you feel threatened or upset your balance in some way. Explain the 10 main causes of an organizational stress.

(Total Marks- 20 Marks)