



**THE CO-OPERATIVE UNIVERSITY OF KENYA**

**END OF SEMESTER EXAMINATION DECEMBER -2022**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE BUSINESS  
(YR II SEM II)**

**UNIT CODE: BCOB 2114**

**UNIT TITLE: NETWORKING STRATEGIES**

**DATE: TUESDAY, 13<sup>TH</sup> DECEMBER, 2022**

**TIME: 9:00 AM – 11:00 AM**

.....

**INSTRUCTIONS:**

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

**QUESTION ONE**

- (a) Just as “no man is an island” no company is an entity unto itself. Discuss what that means in inter organizational relations (10 marks)
- (b) Assuming you are the CEO of kid Palace Company, where kids come and enjoy indoor learning through computer. Discuss any five networking problems that your company is likely to face in terms of networking (10 marks)
- (c) Examine some of the benefits of networking in an organization (5 marks)

**QUESTION TWO**

- (a) Define the term computer network. (2 marks)
- (b) Examine any four advantages of computer networking (8 marks)
- (c) Networking is the single most powerful marketing tactic to accelerate and sustain success for any individual or organization. With that in mind evaluate networking strategies that organizations use (10 marks)

**QUESTION THREE**

- (a) Explain the following types of groups (8 marks)
  - i. Social
  - ii. Primary
  - iii. Secondary
  - iv. Reference
- (b) Explain any six ways to eliminate stress at the workplace (12 marks)

**QUESTION FOUR**

- (a) Team building is part of a psychological discipline called organizational psychology. Describe FIVE stages involved in team building development processes (10 marks)
- (b) Differentiate between groups and teams (10 marks)

**QUESTION FIVE**

- (a) Discuss the consequences of group cohesiveness (10 marks)
- (b) Explain the strategies that firms are using for multilevel marketing (10 marks)