

MAASAI MARA UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN PUBLIC RELATIONS**

**COURSE CODE: CMM 304**

**COURSE TITLE: CONFLICT MANAGEMENT AND NEGOTIATION SKILLS**

**DATE: December 2016 TIME:**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **TWO** questions

*This paper consists of 2 printed pages. Please turn over.*

QUESTION ONE

a. Conflict is inevitable and a necessary part of life. Discuss the role of conflict in society. (12mks)

b. Discuss five conditions within organizations that are likely to create conflict. (10mks)

C. discuss one theory of conflict management (8mks)

QUESTION TWO

Discuss five conflict resolution strategies that you would employ as the public Relations manager of Maasai Mara University to resolve conflicts within the institution. Use relevant examples. (20mks)

QUESTION THREE

You are a renowned conflict specialist and have been assigned the task of teaching the staff of Narok County Government on the causes of conflict and how to handle interpersonal conflicts that may occur between them as colleagues. Prepare the notes you will use for the presentation.(20mks)

QUESTION FOUR

Your father and his sister (your aunt) have asked you to mediate in their dispute. Your father thinks that your aunt took an expensive piece of furniture from their father’s house after he passed away without discussing it with him. Your aunt took care of their father in his final days and had a key to the house. Your aunt was also in control of their father’s finances and your father thinks she took all his money during his final days. Now your father is angry.

Define mediation and explain why you should intervene as a mediator. (4mks)

Discuss your role as the mediator in the resolution of the conflict. (16 mks)

QUESTION FIVE

Discuss four schools of thought and their views in relation to conflict ( 20mks)