



*Inspiring Innovation and Leadership*

**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**SECOND YEAR, SECOND SEMESTER EXAMINATION**  
**2023/2024 ACADEMIC YEAR**

**FOR THE DEGREE OF:**  
**BACHELOR OF SCIENCE IN COMMUNICATION AND**  
**PUBLIC RELATIONS**  
**COURSE CODE: CCM 208**  
**COURSE TITLE: COMMUNICATION AND LEADERSHIP**

**DATE: 17<sup>TH</sup> APRIL, 2024**

**TIME: 9.00-11.00AM**

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**INSTRUCTION TO CANDIDATES**

Answer Four Questions. Question One is Compulsory.

## CCM 208: COMMUNICATION AND LEADERSHIP

**Instructions: Answer Four Questions. Question One is Compulsory.**

A party planning committee was put in place to organize the end of year party for the MicroLink Organization. At the initiation stage no one was appointed to lead the team of nine members assigned to the committee. However, during their first meeting a leader emerged and steered the team to success. After the end of year party, the board of management was very impressed on how the event was extremely successful citing how they saved the organization a huge amount of money as compared to the previous end of year parties.

1. a). Referring to the traits and situational approach. Describe how the Party planning committee leader emerged. (8 marks).
- b). Citing examples, discuss five traits of good follows that the party planning committee members exhibited in executing their mandate. (10 marks).
- c). Citing reasons, explain seven qualities of a leader that enhanced the success of the planning committee. (7 marks).

2a). Problems are inevitable be in it in an organization, in small groups or at individual levels. As a leader, evaluate five characteristics to consider in problem solving. (10 marks)

b). Citing examples from your personal experience, analyze Male and Female Leadership Behaviors. (5 marks).

3. a). Leadership styles vary as per the situational context. Imagine you are a leader in your group discussion. Giving examples, demonstrate how you will apply the three common types of leadership styles in your group. (9 marks)

b). Citing examples, discuss the implication of Individualism-Collectivism Cultures in leader/follower relations. (6 marks)

4. a). Giving examples, describe how leaders apply the five types of interpersonal influence/power in their leadership process. (10 marks).

b). Discuss the role of communication in effective leadership. (5 marks).

5. a). Human beings engage in decision making every day. However, some of the decisions are more difficult than others. Imagine you are a leader of BCP second year

class. Using examples, discuss how situations, personality, and culture affect decision making in groups. (9 marks)

b). Leadership is extremely important in organization. Discuss three important communication tasks of leaders in Organizations. (6 marks).

6. Discuss the following theoretical approaches to leadership. (15 marks)

- a) Functional theories of leadership
- b) Transformational leadership theory
- c) The Situational Theory of Leadership