

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

THIRD YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES & BACHELOR OF COMMUNICATION AND ENGLISH STUDIES

COMM 312: COMMUNICATION IN LEADERSHIP AND
MANAGEMENT

STREAM: R

TIME: 2 HRS

DAY: MONDAY (11.30-1.30PM)

DATE: 11/12/23

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

Vision: A University for Valued Transformation of Society

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Mission: To serve students and society through research, education, scholarship, training, innovation, outreach and consultancy



Laikipia University is ISO 9001:2015 and ISO/IEC 27001:2013 Certified



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

SECTION A: 30MARKS

- (a) ‘Effective leadership is considerably dependent on effective communication.’ Discuss this statement while demonstrating the role of communication in leadership. (10mks)
- (b) Using any three motivation theories explain how you as a manager can motivate your employees. (10mks)
- (c) Explain two differences and two similarities between leaders and managers. (8mks)
- (d) Briefly describe any two informational leadership managerial roles as identified by Mintzberg. (2mks)

SECTION B: 40MARKS

QUESTION TWO (20 MARKS)

- (a) Describe four main functions of a manager. (8mks)
- (b) Discuss three weaknesses and three strengths of each of the following leadership theories: (12mks)
 - i) Trait theories
 - ii) Behavioural theories

QUESTION THREE (20 MARKS)

- (a) With examples, explain the Big Five Model of Personality traits developed by Donald Fiske (1949). (10mks)
- (b) Explain five different activities that you might be required to perform as a leader in your figurehead role. (10mks)



QUESTION FOUR (20 MARKS)

- (a) Using adequate examples, explain the different ways in which leaders can influence their followers. (10mks)
- (b) Explain three criteria that can be used to evaluate leadership effectiveness. (10mks)

QUESTION FIVE (20 MARKS)

- (a) As a team-leader charged with a challenging task for your team, suggest five ways in which you can motivate your team members to accomplish the task. (10mks)
- (b) Discuss **five** challenges likely to be faced by leaders in the contemporary workplace. (10mks)

