



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER**

### **SCHOOL OF BUSINESS AND ECONOMICS BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 391**

**COURSE TITLE: PRINCIPLES OF CORPORATE  
LEADERSHIP**

**DATE: 29<sup>TH</sup> APRIL, 2019**

**TIME: 1430 – 1300HRS**

---

**INSTRUCTIONS TO CANDIDATES:**

**Answer Question ONE and any other THREE Questions**

### **QUESTION ONE**

- a) Distinguish the concept of leadership from the concept of management **(5mks)**
- b) Describe the characteristics associated with effective leadership. **(10mks)**
- c) Discuss three leadership styles of contemporary leaders based on Blake and Morton's leadership model. **(10mks)**

### **QUESTION TWO**

Discuss the contingency approach of leadership in the management of organization **[15mks]**

### **QUESTION THREE**

Explain the main stages involved in the rational decision making model **[15mks]**

### **QUESTION FOUR**

Explain the methods leaders use to exert influence over subordinates. **[15mks]**

### **QUESTION FIVE**

Differentiate between transactional and transformational leadership **[15mks]**

**//END**