



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: 29TH APRIL, 2019
1300HRS**

TIME: 1430 -

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 transanctional and transformational leadership
[15mks]

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