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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 7th August, 2019
Time: 2.00 – 4.00pm

KBA 305 - BUSINESS LEADERSHIP AND STRATEGY

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Compare Leadership to Management. (6 marks)
- b) Describe the reasons behind strategy implementation failure. (6 marks)
- c) Outline the factors that determine the organization structure to use. (6 marks)
- d) Justify the need for an organizational vision. (6 marks)
- e) Justify the validity of the trait theory of leadership. (6 marks)

QUESTION TWO (20 MARKS)

- a) 'Vision is an idea of what the future can hold, but has not yet happened. It is also when business people dream of growing their businesses'. In light of this statement, show how vision is important in leadership. (10 marks)
- b) explain the importance of having a well written mission statement (8 marks)

QUESTION THREE (20 MARKS)

- a) 'Strategic planning seeks to define organizational objectives and assesses both the internal and external situations of the organization, in order to arrive at clear cut organizational strategies.' In light of this statement, discuss the strategic planning process. (12 marks)
- b) A good leader influences others; and knows how to do it. Discuss. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Justify the use each of the five sources of power in organisations. (10 marks)
- b) Effective leadership calls for upholding of ethics. Explain the relevance of this statement by supporting your answer with appropriate examples. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Success in leadership can be determined by the ability of the leader to manage change. Critically assess why some leaders' change initiatives fail. (10 marks)
- b) Explain role of leaders in implementing strategy. (10 marks)