



SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF LEADERSHIP AND MANAGEMENT

UNIT CODE: LDP 211, UNIT NAME: LEADERSHIP AND COMMUNICATION

September – December 2018/2019 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

1. (a) Explain the following terms with specific examples.
 - (i) Leadership (4 marks)
 - (ii) Communication (4 marks)
 - (iii) Ethos (4 marks)
 - (iv) Emotional intelligence (4 marks)
- (b) Show how this course unit has helped you as a leader. (10 marks)
- (c) What is leadership influence? (4 marks)

2. (a) Discuss five types of communication for leaders. (9 marks)
- (b) Mention three qualities of a leader. (6 marks)

3. (a) Discuss briefly the terms below;
 - (i) Organization communication (5 marks)
 - (ii) Round-table meetings (5 marks)
 - (iii) External communication (5 marks)

4. Analyse the meanings of the following phrases;

(i) Cross-cultural communication

(8 marks)

(ii) Intercultural communication

(7 marks)

5. (a) Assess the importance of :-

(i) Leadership documents

(5 marks)

(ii) Leadership reports

(5 marks)

(b) Define what is the leadership correspondence.

(5 marks)