



SCHOOL OF PROFESSIONAL STUDIES

BACHELORS OF LEADERSHIP MANAGEMENT

UNIT CODE: LDP 423, UNIT NAME: STRATEGIC LEADERSHIP

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

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

Question 1.

You have been newly employed as the chief executive officer for Double Line Ltd, a clearing and forwarding company in Kenya. The company has been in existence for over twenty years and it has thirteen branches across East Africa countries with close to two thousand staff. Recently, Double Line Ltd has faced unprecedented serious challenges internally and externally. These challenges include among others staff go slow, strict government's policies and high operational costs. The profitability has greatly declined and return on investment adversely affected.

- i. In view of the above scenario, briefly discuss how you will apply the four basic elements of strategic planning to bring Double Line Ltd back to its feet. {12 marks}
- ii. Clearly discuss the concept of SWOT analysis in view of Double Line Ltd {10marks}
- iii. Highlight the solutions to overcome the challenges facing this company {8 marks }

Question 2.

Being a strategic manager, you realize that strategic leadership teams are crucial for the organization's good performance.

- i. Briefly discuss the importance of strategic leadership teams { 8 marks }

- ii. Clearly discuss how success of strategic leadership teams ascertained. { 7 marks}

Question 3.

You have been invited to a workshop to give a key address on strategic leadership. Being a strategic organizational leader sets one a bar above the other organizational leaders.

- i. Discuss what strategic leadership is and how it is different from normal leadership {6 marks}
- ii. Briefly discuss the pertinent characteristics of a strategic leader {9 marks}

Question 4.

In strategic leadership, some of the major components include strategic monitoring, implementation, controls and evaluation.

- i. Clearly discuss each of the following
 - a. Monitoring { 3 marks}
 - b. Implementation { 3 marks}
 - c. Evaluation { 3 marks}
- ii. Briefly discuss way of strategic controls in an organization { 6 marks}

Question 5.

Employee in any organization forms the most integral aspect of the human capital. Human capital co-ordinates all the other factors of productions.

- i. As a strategic manager discuss ways on how to ensure the human capital is well on track. { 8 marks}
- ii. Briefly discuss the importance ethics in human resources management { 7 marks}