



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**THIRD YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

Date: 2<sup>nd</sup> August, 2022  
Time: 2.30pm –4.30pm

**KBA 305 - BUSINESS LEADERSHIP AND STRATEGY**

**INSTRUCTIONS TO CANDIDATES**

---

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

---

**QUESTION ONE (30 MARKS)**

- a) Identify three leadership Styles. (3 Marks)
- b) Identify and briefly explain the 5Ps that define the scope of Strategy. (5 Marks)
- c) Name three forms of Organizational Strategy (3 Marks)
- d) Briefly explain strategic internal factors of a firm that makes it competitive ( 5 Marks)
- e) Identify and briefly explain three forces that shape competition in an industry (6 Marks)
- f) Mention Four main elements of Strategic Management (4 Marks)
- g) Identify three fundamental elements to consider in formulating a Mission by the Owner Manager of a firm. (3 Marks)
- h) Describe Three ways in which technology influences the behaviour of people in an organization (3 Marks)

**QUESTION TWO ( 20 MARKS)**

- a) Explain five interpersonal skills of an effective leader (10 Marks)
- b) discuss five theories of leadership indicating their limitations in today's management of organizations ( 10 Marks)

**QUESTION THREE (20 MARKS)**

- a) According to Thompson and Strickland (1987), formulation of a Strategy goes through a process with some identifiable steps: Identify these steps (8 Marks)
- b) Mention and explain three main reasons for the formulation of a firm's Strategy (6 Marks)
- c) Identify and explain three forms of organizational strategy (6 Marks)

**QUESTION FOUR (20 MARKS)**

- a) State and briefly explain three qualities of long-term objectives (6 marks)
- b) Enumerate and explain three factors that determine Supplier's power (6 Marks)
- c) Evaluate four strengths a firm may possess under SWOT analysis (8 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Briefly explain four main components of strategic planning process (8 Marks)
- b) Explain three levels of an organization structure of a firm (6 Marks)
- c) Describe Three forms of relationships in a work organization (6 Marks)