



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, 2016/2017 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

SPECIAL EXAM

Date: 12th August, 2016.
Time: 3.30pm – 5.30pm

KBA 305 - BUSINESS LEADERSHIP AND STRATEGY

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms;
- i) Management
 - ii) Authority
 - iii) Vision statement
 - iv) Mission statement
 - v) Business objectives
 - vi) Strategy
- b) List and explain five core characteristics that majority of effective leaders possess (6 Marks)
- c) Highlight five challenges faced by the today's modern leader (10 Marks)
- d) List five features of a good vision statement (5 Marks)
- e) Differentiate between macro and micro business environment (5 Marks)
- (4 Marks)

QUESTION TWO (20 MARKS)

- a) Define leadership (1Mark)
- b) List and explain the two dimensions of leadership styles (4 Marks)
- c) Explain five leadership styles of management (15 Marks)

QUESTION THREE (20 MARKS)

- a) Define Power (1mark)
- b) Differentiate between position power and personal power (4 Marks)
- c) Explain three forms of position power. (9 Marks)
- d) Explain two forms of personal power. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Is there a difference between a manager and a leader? Explain. (2 Marks)
- b) Clearly explain six theories of leadership (18 Marks)

QUESTION FIVE (20 MARKS)

- a) Give a detailed explanation of each of the Michael Porter's five forces of industry analysis (15 Marks)
- b) Explain briefly the five features of an effective business objective. (5 Marks)