MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER

SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF SCIENCE IN PUBLIC RELATIONS

COURSE CODE: CPR 2204
COURSE TITLE: LEADERSHIP AND COMMUNICATION

DATE: 26TH APRIL 2019            TIME: 8.30AM-10.30AM
INSTRUCTIONS TO CANDIDATES

• Question ONE is compulsory
• Answer any other TWO questions

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

a. Using examples explain how Communication students would benefit from studying leadership. (15mks)

b. All leaders should be managers but not all managers can make leaders. Discuss. (15mks)

QUESTION TWO

a. Describe five sources of power for leaders. (5mks)

b. Discuss trait theories of leadership and describe their limitations. (15mks)

QUESTION THREE

Discuss the merits and demerits of laissez-faire type of leadership (20mks)
QUESTION FOUR

“Leaders are born and not made”. Discuss (20mks)

QUESTION FIVE

With reference to Fielder’s contingency model of leadership discuss effective leadership. (20mks)

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