



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
10.30AM**

TIME: 8.30AM-

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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