



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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