



**THE CATHOLIC UNIVERSITY OF EASTERN AFRICA**  
**A. M. E. C. E. A**

P.O. Box 908  
30100 Eldoret - Kenya  
Telephone: 0728458276  
Fax: 254-20-891084  
Email: academics@cuea.edu

**GABA CAMPUS - ELDORET**

**MAIN EXAMINATION**

**SEPTEMBER – DECEMBER 2021 TRIMESTER**

**SCHOOL OF BUSINESS**

**ORDINARY DIPLOMA IN BUSINESS MANAGEMENT**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**CMD 096: CORPORATE LEADERSHIP**

<b>Date:</b> December 2021	<b>Duration:</b> 2 Hours
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<b>Instructions:</b> Answer Question <b>ONE</b> and any other <b>TWO</b> questions
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**QUESTION ONE**

- a) Explain the meaning of Leadership. **(3 marks)**  
i) State FIVE reasons why leadership is important in an organization. **(5 marks)**
- b) Leaders exhibit certain characteristics either consistently or in response to the situation in which they find themselves. Describe six types of leaders. **(12 marks)**
- c) Identify FIVE qualities of effective leaders. **(10 marks)**

**QUESTION TWO**

- a) The trait theory posits that leaders possess certain traits. Identify SIX such traits **(12 marks)**
- b) Leadership style is sometimes called management style. Describe FOUR leadership styles used in modern business. **(8 marks)**

**QUESTION THREE**

- a) Explain the meaning of Servant leadership. **(4 marks)**  
i) Describe three effects of servant leadership on the followers. **(6 marks)**
- b) Leaders influence followers based on the sources of power they make use of. Identify FIVE such sources. **(10 marks)**

#### **QUESTION FOUR**

- a) Identify FIVE power tactics a manager may use to translate power bases into specific action **(10 marks)**
- b) Explain five factors that would impact the effectiveness of power tactics. **(10 marks)**

#### **QUESTION FIVE**

- a) Organizational transformation implies radical change. Describe the factors that could necessitate these changes. **(12 marks)**
- b) Explain the eight steps required to transform an organization recommended by John Kotter (1995). **(8 marks)**

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