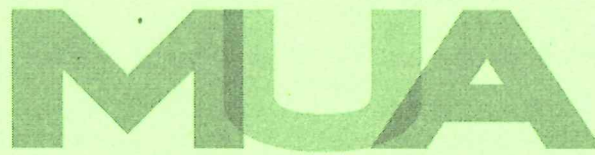


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP**

**BML 109 : LEADERSHIP AND COMMUNICATION**

**DATE: 2<sup>ND</sup> AUGUST 2024**

**DURATION: 2 HOURS**

**MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

**QUESTION ONE**

**Read the Case Study below carefully and answer the questions that follow:**

According to *Scott (2005)*, communication is about sending, receiving, and understanding information and meaning. "Receiving" and "understanding" are the most important operations in the communication process, since the response of the receiver defines whether the communication attempt is successful or not. He further defined two types of communication that are related to workplace communication; the effective and the efficient communication (*Scott, 2005*). Effective communication, when the message of the sender has a successful decoding from the receiver; and efficient, when the communication is done effectively at a low cost. Furthermore *Guo and Sanchez (2005)*, defined communication, as the creation or exchange of thoughts, ideas, emotions and understanding between sender(s) and receiver(s). They found a strong relationship among communication and the efficient and effective performance of the organization. Communication process is the procedure where a sender and a receiver communicate. This scheme incorporates the "encoding-decoding" operations and describes the usual transfer of the message.

**Required:**

- a) Effective communication is when the message of the sender has a successful decoding from the receiver
  - i. Explain ten ways in which a leader can ensure there is effective communication in an organization **(10 Marks)**
  - ii. Propose ways in which an organization can be effective in responding to crises in effective communication **(8 Marks)**
- b) According to *Scott (2005)*, communication is about sending, receiving, and understanding information and meaning  
Assess non-verbal methods that a leader can use to send a message for effective communication **(7 Marks)**

**QUESTION TWO**

- a) Suggest any five ways that a leader can use to develop a positive ethos. **(10 Marks)**
- b) Analyse any four mediums used in communication in organizations, and explain the most advantageous method **(5 Marks)**

**QUESTION THREE**

- a) Discuss the steps/phases of creating an individual document **(9 Marks)**
- b) Many errors of communication fall under punctuation, use of pronouns and sentence structure. With illustrations, Assess this statement **(6 Marks)**

**QUESTION FOUR**

- a) "At times, people attend to a leader's message because he has power over them, which persuades them to listen to him".  
Using John French and Bertram Ravens five sources of power -, examine the above statement. **(15 Marks)**

**QUESTION FIVE**

- a) Evaluate some pertinent issues in organizing messages logically **(6 Marks)**
- b) Discuss the importance of context in communication by leaders **(9 Marks)**

**QUESTION SIX**

- a) Identify and illustrate any three domains of emotional intelligence **(6 Marks)**
- b) Suggest the factors you would consider when selecting the medium to use for effective communication **(5 Marks)**
- c) Enumerate some mistakes in the writing of business emails **(4 Marks)**

