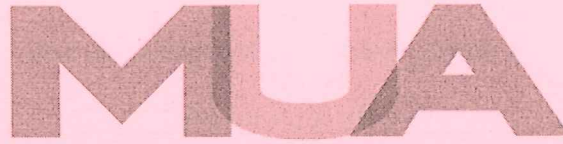


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BML 109 : LEADERSHIP AND COMMUNICATION

DATE: 24TH MARCH 2025

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:

EFFECTIVE COMMUNICATION SKILLS

When it comes to effective communication skills, Taji Tausi could not be surpassed. She has the innate ability to capture the attention of the people, make meaningful connections, and send and receive messages effectively. From her time as a lawyer to her role as the a successful artist, effective communication has been at the forefront of everything that she does. One of the main reasons for this is because she is an exceptional listener. She has stated in the past that the reason she is able to have successful conversations is that she first takes the time to listen to what the other person has to say. In her own words, "the most successful people in life are the ones who take the time to really understand. This is because understanding is the key to getting people to truly open up to you and express how they think or feel on a subject." Furthermore, Taji Tausi utilizes both verbal and non-verbal forms of communication to her advantage. She has often highlighted the importance of body language and, in particular, eye contact and posture - something that she uses to show engagement and respect. In her capacity, Tausi has used non-verbal communication to connect with people on an emotional level; for example, through embracing loved ones or showing displays of support and unity. **And** when speaking on a stage or holding the attention of an audience, she uses clearly planned and well-thought-out verbal communication techniques to make sure that her messages are successfully delivered.

The techniques that can be used by anyone to improve public speaking or presentational skills; such as giving an organized speech, being confident in what you have to say, and using what emotion to evoke a reaction. So what skills and traits do you need if you wish to be a successful communicator, just like Taji Tausi? Well, the ability to communicate in any form requires confidence - in both yourself and in what you are saying - combined with poise and patience. Tausi has shown these traits in the face of sometimes unrelenting personal and public scrutiny, and her purposeful and insightful communication is a testament to her unwavering self-belief. But perhaps the most important skill to take on board from Taji Tausi's

repertoire is that of adapting your own communications to successfully connect with others. Every person is different, and so the way each of her many audiences needs to be addressed will differ in some way; be that based on their understanding, age, cultural or personal beliefs, or even physical ability. By recognizing and implementing awareness in responsive communication mode and the ability to adapt, successful reach and inclusion are achievable. These are skills that she has carried through all aspects of her life - a lawyer, and successful artist, and indeed her most famous role of all. All of these roles have required a slightly different approach to communication, and as a result, she has left a legacy of progressive change, unity, and compassionate dynamics. Whether it is inspiring start-up lawyers, guiding America through pivotal moments, or shaping a future through young minds, Tausi's communication skills have been a constant justification of her influential status.

Required:

- a) Propose eight attributes of effective communication that can create positive ethos. (8 Marks)
- b) Assess the attributes of emotional intelligence brought out in the case study. (8 Marks)
- c) Discuss some important attributes that are portrayed by Taji Tausi. (9 Marks)

QUESTION TWO

- a) Assess the three types of working climate. (9 Marks)
- b) Discuss the complications that may arise from the rhetoric situation. (6 Marks)

QUESTION THREE

- a) Effective communication allows you to avoid barriers and eliminate barriers that would prevent messages from getting to the targeted audiences. Discuss four strategies that a leader can use to overcome communication barriers. (8 Marks)

- b) Analyze any seven analytical tools that can be used in problem solving during meetings. (7 Marks)

QUESTION FOUR

- a) Discuss the flow of individual documents (6 Marks)
- b) Propose the guidelines of managing communication in a crisis that a company should put in place. (9 Marks)

QUESTION FIVE

- a) Discuss the four domains of emotional intelligence. (8 Marks)
- b) Suggest guidelines for creating a positive ethos in communication. (7 Marks)

QUESTION SIX

- a) Examine some guidelines on making impromptu presentations (5 Marks)
- b) Assess strategies leaders can use to establish effective internal communication. (10 Marks)