

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
COMM 354: COMMUNICATION IN LEADERSHIP AND MANAGEMENT**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 23/07/2018**

**11.30 A.M. – 1.30 P.M.**

**INSTRUCTIONS:**

- Answer **THREE** questions in **ALL**.
- Question **ONE** is compulsory.

**SECTION A (30 MARKS: COMPULSORY)**

1. (a) Name and explain four leadership styles practiced in many media organizations today. (8 marks)
- (b) Explain SIX characteristics of a good leader. (12 marks)
- (c) Communication is said to be the lifeblood in any business organization. Discuss communication as a management function in media industries. (10 marks)

**SECTION B (40 MARKS)**

2. Evaluate various communication approaches used by leaders and managers in real life context. (20 marks)
3. Giving relevant examples, discuss five roles of communication in conflict resolution. (20 marks)
4. Leadership is a very sensitive and practical undertaking. Using your own life experience, discuss five challenges faced by media leadership in the world today. (20 marks)

