

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2016/2017**

EXAMINATION FOR THE DEGREE OF EMBA

**WEMGL 3108: STRATEGIC LEADERSHIP PLANNING AND MANAGEMENT**

**DATE: APRIL 2017 TIME: 3 HOURS**

**INSTRUCTIONS:**

**ANSWER QUESTION ONE [COMPULSORY] AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE**

You have recently bought a small and dynamic company which specialized

in developing organic agricultural products. For success in this industry

innovation and creativity are important factors together with providing a

capable organization with highly qualified staff is also challenges for

management is to ensure that all staff are highly motivated. You and the top

management team have to advise a strategy for the firm’s future which includes

the need to motivate your staff and get support for this strategy.

1. Discuss the motivational approaches that the top management team need to address in order to make their workplace more appealing and spur strategic employee commitment in the strategy execution process [4 marks]
2. Outline and discuss the barriers that might impede successful execution [6 marks]

**QUESTION TWO**

1. Strategy leadership is of immense importance for the long term success of organization. Outline and explain the critical action areas on while top management must focus attention in order to endure effective strategic leadership and give relevant examples [10 marks]
2. Discuss how to build ethical companies and practices in today’s political environment [10 marks]

**QUESTION THREE**

1. Discuss the value of strategic leadership in determining the firm’s strategic direction giving examples to support you answer [10 marks]
2. In our effort to align devolved government in Kenya today, discuss the role of policies and procedures in facilitating good strategy implementation giving examples to enhance your answer [10 marks]

**QUESTION FOUR**

1. Discuss the key trends in organization design and explain its leadership and managerial implications [10 marks]
2. In today’s highly competitive environment budget-oriented planning or forecast based planning methods are in sufficient for large corporations to survive and prosper. In view of this with the help of a flow chart discuss the strategic planning process [10 marks]

**QUESTION FIVE**

1. In today’s highly competitive business environment, it is critical to align the roles of a strategic leader to changing dynamics of the styles, of leadership. In this context, outline and discuss with examples the four roles of a strategic leader [12 marks]
2. Globally creating leadership strategy is one of the fundamental approach. Firms are adopting In view of this discuss the key driven and implications of leadership strategy [8 marks]