

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

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2018/2019**

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

**HED 0201 : LEADERSHIP AND EFFECTIVE GOVERNANCE**

DATE: APRIL 2019 TIME: 1.30 HOURS

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**INSTRUCTIONS:**

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

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**QUESTION ONE [20 MARKS]**

1. Discuss the major challenges tht are faced by organization leaders in Kenya today as they exercise their duties in their offices. [10 marks]
2. Explain the characteristics of an effective leader [5 marks]
3. Briefly explain the implication of transactional leadership theory on organization leadership [5 marks]

**QUESTION TWO [20 MARKS]**

1. Explain some of the potential advantages of group decision making [10 marks]
2. Describe the leadership skills that an effective leader is expected to possess. [10 marks]

**QUESTION THREE [20 MARKS]**

1. Explain principles of corporate governance [10 marks]
2. State the key drivers of corporate governance [10 marks]

**QUESTION FOUR [20 MARKS]**

1. Explain some of the drivers pushing organizations towards corporate social responsibility [10 marks]
2. Discuss some of the positive outcomes that can arise when organizations adopt a policy of social responsibility. [10 marks]