



COURSE CODE: DLM 104

COURSE TITLE: LEADERSHIP COMMUNICATION

END OF SEMESTER EXAMINATION

SECTION A: ANSWER ALL QUESTIONS FROM THIS SECTION

QUESTION 1

- a) Define the following terms as used in Leadership Communication:
 - (i) Emotional intelligence (2 marks)
 - (ii) Self-awareness (2 marks)
 - (iii) Self-management (2 marks)
- b) State and provide examples of two barriers to the communication process (4 marks).

QUESTION 2

- a) State four non-verbal cues that could be exchanged in a communication process (4 marks).
- b) Explain three components of a communication process (6 marks).

SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION

QUESTION 3

- a) Identify two differences between a high-context and low-context culture (4 marks).
- b) Explain and give examples of three ways in which communication as explained by the classical approaches is not applicable in modern organizations (6 marks).

QUESTION 4

- a) State and explain the five stages of group formation giving examples of what is likely to happen in each stage (10 marks).

QUESTION 5

- a) State two important aspects of verbal communication and give examples of how each can be used to make verbal communication more effective (4 marks).
- b) State and explain three important attributes that senders and recipients of communication in a multi-cultural context should exhibit (6 marks).

QUESTION 6

- a) Define the term groupthink as used in leadership communication (2 marks).
- b) While giving examples of what is likely to happen in each stage, describe the four stages of decision-making and communication according to Fisher's model (8 marks).

QUESTION 7

- a) While giving examples, explain two elements of the machine metaphor in relation to classical approaches of leadership communication (4 marks).
- b) State and give examples of three elements of communication whose use and meaning differs from one culture to another (6 marks).