



# TECHNICAL UNIVERSITY OF MOMBASA

---

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

**UNIVERSITY EXAMINATION FOR:**

DIPLOMA IN LOGISTICS AND TRANSPORT MANAGEMENT

BLT 2209 : STRATEGIC MANAGEMENT AND LEADERSHIP

END OF SEMESTER EXAMINATION

**SERIES:AUGUST2019**

**TIME:2HOURS**

**DATE:Pick DateAug2019**

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

---

## Question ONE

- Write short notes on authoritative leadership style (6 MARKS)
- Briefly describe THREE reasons why objectives are important in strategic management. (9 MARKS)
- Briefly explain the concept of product business re-engineering. (6 MARKS)
- Any aspiring leader should embrace information technology in achieving the organization's goals. Describe THREE business opportunities offered by information system today. (9 MARKS)

## Question TWO

- An organization's mission is the requisite of strategy formulation. Explain FIVE characteristics of a powerful mission statement. (10 MARKS)
- Write short notes on the following: (10 MARKS)

- i) Strategic management.
- ii) Laissez faire leadership style

**Question THREE**

- a) Strategy implementation and execution is essentially an administrative task. Briefly describe FIVE aspects involved in this phase. (10 MARKS)
- b) You hold a prospective leadership position in your organization. Explain FIVE methods of developing effective strategies. (10 MARKS)

**Question FOUR**

- a) Effective leadership gives direction to the effort of workers. Briefly justify the significance of effective leadership in strategic management today. (10 MARKS)
- b) Briefly discuss the SWOT analysis as a tool of undertaking a firm's internal environmental analysis. (10 MARKS)

**Question FIVE**

- a) Justify the need for conducting strategy evaluation. (10 MARKS)
- b) Differentiate between a manager and a leader. (10 MARKS)