

**THE NATIONAL UNIVERISTY OF LESOTHO
INSTITUTE OF EXTRA-MURAL STUDIES
DEPARTMENT OF BUSINESS AND MANAGEMENT DEVELOPMENT
BBE1304 BUSINESS LEADERSHIP**

JANUARY 2023

MARKS: 100

TIME: 3 HOURS

INSTRUCTIONS: Read each question carefully
Answer **Any Four** questions
Commence each question on a new leaf

Question 1 (Compulsory)

Define the following Concepts

- a. Communication
- b. Management
- c. Laissez-faire
- d. Transformational leadership
- e. Authority

[25 Marks]

Question 2

Explain with examples how poor communication can hinder an organization from achieving its objectives.

[25 Marks]

Question 3

Discuss five (5) types of power found in contemporary organizations using practical examples.

[25 Marks]

Question 4

- a) What is mass communication? (5)
- b) In a detailed manner clearly discuss four (4) characteristics of mass communication.(20)

[25 Marks]

Question 5

According to Cronje, Du Toit and Matlatla (2001) management is a process followed by managers to accomplish organizational goals and objectives.

Based on the above-stated definition, mention and explain with examples five (5) functions of management in an organization.

[25 Marks]

Question 6

Mr Thabo is the Chief Executive Officer (CEO) of company B operating in Maseru. The company produces different kinds of summer shoes. Mr Thabo as the CEO always makes the decision alone without including other members of the organization.

What kind of leadership style is Mr Thabo using? Explain in a detailed manner the advantages and disadvantages of the leadership style used by Mr Thabo.

[25 Marks]