UNIVERSITI SAINS MALAYSIA
MASTER OF BUSINESS ADMINISTRATION

First Semester Examination
Academic Session 1999/2000

September 1999

AOU 657 – LEADERSHIP

Time:[3 Hours]

INSTRUCTION: You need to answer **ALL** questions from Section A and **TWO (2)** questions from Section B.

Section A: Compulsory

1. Leaders are viewed as *change agents*. A CEO of a company intends to transform and revitalize its organization. How would you advice him in terms of how he should initiate the process and handle his subordinates to accept the changes?

(25 marks)

2. Compare and contrast the leadership styles of El-Cid and Lawrence of Arabia.

(25 marks)

Section B: Choose and answer **only TWO (2)** of the following.

3. Compare and contrast the strategic leadership styles of a leader with a high need of control and a leader with a low need of control. Provide example(s) in your discussion.

(25 Marks)

4. "Conceptual skill is more important compared to technical and interpersonal skills for a CEO of a company." How would you evaluate this argument?

(25Marks)

5. Discuss the relationship between power and influence strategies and its contribution towards effective leadership.

(25marks)

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