

1. The examination consists of **Two** sections: A, and B.
2. Begin each answer to a new question on a new page.
3. Answer questions according to instructions given in each section.
4. Write answers in the answer booklet provided.
5. Write in grammatical English.

Instructions:

TIME ALLOWED: 3 HOURS

Marks – 100

SESSIONAL EXAMINATION

LS 232

LEADERSHIP AND SOCIAL MARKETING

CHANGE MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION-LEADERSHIP AND

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING



[60 marks]

Section A Short Answer Questions

Answer all questions in this Section

1. Define innovative leadership, then outline any four best practices of innovative leaders (5 marks)

2. Briefly describe the participants in the business market environment (5 marks)

3. Briefly explain the following elements of Michael Porter's Five Forces Model:

(a). Threat of substitute products

(b). Bargaining power of suppliers

(5 marks)

(5 marks)

4. Outline the strategies that an organization can use to reduce waste through packaging materials. (5 marks)

5. Briefly explain the utilitarian theory of ethics. (5 marks)

6. Explain the following concepts in relation to organisational leadership:

(a). Internal Marketing (IM)

(b). Organisational Identity (OI)

(5 marks)

(5 marks)

7. Outline the key characteristics that define law. (5 marks)

8. What are the main causes of failure for a new product failure? (5 marks)

9. Briefly explain the following characteristics of social marketing brands

(a) Change oriented.

(b). Cultural appropriateness.

(5 marks)

(5 marks)

[40 marks]

Answer any TWO questions from this Section

Question 1.

Business operations can affect the natural environment either positively or negatively to a very large extent. Critically examine the business activities, which are negatively affecting the business-marketing environment.

(20 marks)

Question 2.

Evaluate the significance of corporate social responsibility to a business.

(20 marks)

Question 3

Demonstrate how good leadership relates to effective corporate branding.

(20 marks)

Question 4

Environmental Impact Assessment (EIA) is considered as a project management tool for collecting and analyzing information on the environmental effects of a project. Justify the usefulness of this tool to the Local Planning Authorities.

(20 marks)

END OF EXAMINATION