



## FINAL EXAMINATION

|                    |   |                                                                 |
|--------------------|---|-----------------------------------------------------------------|
| Semester           | : | <b>MAY 2025 SEMESTER</b>                                        |
| Programme Name     | : | <b>DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT</b>                 |
| Course Code & Name | : | <b>TTM2333 LEADERSHIP IN MANAGEMENT AND SERVICES INDUSTRIES</b> |
| Duration           | : | <b>2 HOURS</b>                                                  |

### INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

### WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

*(This booklet contains 3 printed pages including this page)*

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO**

Answer **ALL** questions on the separate sheet provided.

**[100 marks]**

1. a) There are **TWO (2)** dimensions of leadership behaviour. Briefly describe each dimensions with relevant example. (6 marks)
- b) Describe **FOUR (4)** types of attitudes and behaviours that are directly connected to how leader perform their work tasks. (10 marks)
- c) Explain **THREE (3)** relationship-focused attitudes and behaviours that influence how a leader interacts with others and carries out their leadership role. (9 marks)  
Total: [25 marks]
2. a) Define the following terms:
  - i. Ethics (2 marks)
  - ii. Morals (2 marks)
  - iii. Moral Leadership (2 marks)
- b) Explain **FIVE (5)** types of behaviours that show ethical leadership in action. (10 marks)
- c) Explain **THREE (3)** approaches leaders can use to effectively guide an organisation towards its long-term strategic goals (9 mark)  
Total: [25 marks]
3. a) Briefly explain the **FIVE (5)** different stages involved in developing and applying creative ideas. (10 marks)
- b) Identify **SEVEN (7)** self-help techniques to enhance creative problem solving. (7 marks)
- c) Discuss any **TWO (2)** characteristics of creative leaders and how each contributes to the success of a company. (8 marks)  
Total: [25 marks]
4. a) Analyse **THREE (3)** different types of communication networks to share information and connect with others effectively. For each type of communication network, state one advantage it offers to leaders. (15 marks)

- b) Propose **TWO (2)** methods on how leaders can use inspirational and powerful communication to influence and motivate their team members toward achieving common goals

(10 marks)

Total: [25 marks]

**- END OF QUESTIONS -**