



ZIMBABWE EZEKIEL GUTI

UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : MBA 524

COURSE TITLE : BUSINESS LEADERSHIP AND INNOVATION PROJECT

SPECIAL REQUIREMENTS : NONE

DURATION : 3HRS

LEVEL : 1.2

DATE :

30 JUL 2024

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed.
3. Answer any **four (4)** questions.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets

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QUESTION 1

Autocratic is the best leadership style to manage projects. Discuss (25 marks).

QUESTION 2

Innovative leadership is emerging as a source of sustainable competitive advantage for organisations in today's highly competitive environment. Comment on the validity of this statement in any industry of your choice. (25 marks).

QUESTION 3

Identify a Zimbabwean organisation you are convinced has adopted innovation leadership as its approach to creating sustainable competitiveness. Detail the specific actions that the organisation is exhibiting to support your opinion (25 marks).

QUESTION 4

Explain how leaders can create an innovative culture within project team members, (25 marks).

QUESTION 5

Discuss the benefits and challenges of implementing a "fail-fast" approach to project innovation. (25 marks).

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