



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 422: INDUSTRIAL PSYCHOLOGY

DATE: 3/12/2019

TIME: 2.00-4.00 PM

---

## INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

### QUESTION ONE (30 MARKS)

#### Motivation

Motivation has been defined as “a pleasurable or positive emotional state resulting from the appraisal of one’s job experiences”. This definition draws attention to two aspects, in particular, namely the emotional attachment an employee has to their job and the deliberate review of an employee’s work by the employer. Motivation can also be understood as a cognitive decision making, in which the intention is to make the behavior that is aimed at achieving a certain goal through initiation and monitoring. At work places, reviews are done using appraisals and appraisals at work have predetermined standards and their outcome may provoke an emotional reaction in the employee and this reaction will determine how satisfied or dissatisfied an employee is. Good marks in reviews may reflect that an employee is satisfied and bad marks may reflect the customer is dissatisfied. To every employee, motivation may be because outside factors (extrinsic) such as rewards or within an individual (intrinsic), desire to do better.

- a) Discuss the different techniques that the above organization may use to enhance motivation among its employees (10 marks)
- b) According to the above passage, explain with examples the major differences between intrinsic and extrinsic motivation (4 marks)
- c) Explain the Hertzberg’s theory of motivation (6 marks)

- d) Discuss why benefits given to workers of the above organization may not motivate them to work as expected (10 marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss the reasons why organizations spend a lot of resources on frequently carrying out job analysis (10 marks)
- b) Discuss the factors that may cause job dissatisfaction among employees in an organization (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Describe the steps in job evaluation (10 marks)
- b) Explain ten characteristics of a workaholic. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the effects of stress and the strategies for coping with stress (10 marks)
- b) Explain the different types of leaders in an organization (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss the benefits of delegation to the manager and employees in an organization (10 marks)
- b) Discuss five ways which an organization can adopt to ensure employees embrace change whenever they are effected. (10 marks)



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT)

BBA 301: HUMAN RESOURCE MANAGEMENT I

DATE: 4/12/2019

TIME: 8.30-10.30 AM

---

## INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

### QUESTION ONE (30 MARKS)

- Summarize four primary skills that an effective Human Resource Manager should possess (4 marks)
- Differentiate between “job description” and “job specification” (4 marks)
- Discuss five ways that HRM managers could use to effectively manage downsizing (5 marks)
- Explain four factors that could contribute to wage differentials in an organization (4 marks)
- Explain five objectives of evaluating employees performance in an organization (5 marks)
- Analyze four reasons why organizations need to provide fringe benefits to its employees (8 marks)

### QUESTION TWO (20 MARKS)

- Explain the reasons why an organization may choose to adopt the on-the job training method to its employees (10 marks)
- Explain five reasons why organizations may prefer to fill in vacant job positions using internal sources (10 marks)

### QUESTION THREE (20 MARKS)

- Outline five services that a Human Resource management department in an organization may offer to the stakeholders (10 marks)
- Describe the steps that should be followed when carrying out a Job Evaluation exercise. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe the Human Resource Planning process (10 marks)
- b) Explain the circumstances under which redundancy can be justified in an organization (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain how an employee would benefit from being a member of a trade union (10 marks)
- b) Explain why oral interviews are necessary in the selection process of employees (10 marks)



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN PROCUREMENT

BBA 050: MARKETING MANAGEMENT

DATE: 28/11/2019

TIME: 2.00-4.30 PM

---

## INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

### QUESTION ONE (30 MARKS)

- John a marketing student in the Machakos University is currently undertaking a marketing diploma and studying the Marketing management unit. Explain to him the importance of studying the unit. (10 marks)
- Marketing philosophy is the thinking or perception of an organization towards marketing activities. Explain the five philosophies of marketing that an organization can utilize. (10 marks)
- Explain five objectives that a marketer might have in mind while setting the price of his products. (5 marks)
- Explain the factors that a marketer would consider when choosing a channel to advertise his products. (5 marks)

### QUESTION TWO (20 MARKS)

- Explain five causes of new product failure in the market (10 marks)
- Explain five external environmental factors that can affect the marketing activities of an organization (10 marks)

### QUESTION THREE (20 MARKS)

- Explain the benefits of using middlemen in marketing of a firm's Products (10 marks)
- Describe the procedure of setting up a price for a product (10 marks)

---

*Examination Irregularity is punishable by expulsion*

**QUESTION FOUR (20 MARKS)**

- a) Explain the circumstances that make a marketer sometimes to drop the prices of his products (10 marks)
- b) Explain the factors that influence consumer behaviour. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain the circumstances that would dictate the production levels of a product in an organization (10 marks)
- b) Describe the measures you would adopt to ensure that you move in tandem with your competitors as far as your products are concerned. (10 marks)