



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 408: EMPLOYEE COUNSELLING AND CRISIS MANAGEMENT

DATE: 22/10/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question one and any other two Questions.

QUESTION ONE (COMPULSORY)(30 MARKS)

- a) Explain the aspect of self-awareness as far as counselling is concerned. (5 marks)
- b) Explain five qualities of a good counsellor that any counsellor should apply to successfully help a client. (10 marks)
- c) Explain five differences between counselling and psychotherapy. (5 marks)
- d) Describe the importance of relationship enhancement variables in counselling (6 marks)
- e) Explain two psychosexual states in counselling that a victim can be fixated with. (4 marks)

QUESTION TWO (20 MARKS)

- a) Describe the basic ethical principles in counselling. (10 marks)
- b) Discuss the effects of alcohol to individuals and at the work place. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the importance of HIV/AIDS testing and education at the work Place. (10 marks)
- b) Explain the important skills which should be applied in counselling. (10 marks)

QUESTION FOUR (20 MARKS)

- a) As far as counselling is concerned, discuss the Joe Harry's window. (8 marks)
 - b) Discuss the signs/symptoms of alcoholism in an employee. (12 marks)
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QUESTION FIVE (20 MARKS)

- a) As far as counselling is concerned, the defenses one uses depends on the level of development and the degree of anxiety. Explain five primitive defense mechanisms that people use (10 marks)
- b) Explain the possible sources of stress at work place. (10 marks)



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SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 320: RECRUITMENT AND STAFFING

DATE: 17/11/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer Question one and any other two Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Describe five different types of selection interviews. (10 marks)
- b) Explain the difference between recruitment and selection of employees. (10 marks)
- c) Explain five factors affecting labour supply in our country. (5 marks)
- d) Explain five reasons why retention of employees may not be possible all the time. (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the importance of shortlisting of employees after an advertisement. (10 marks)
- b) In every organization there is need for a policy to guide the decisions of the management.
Explain five characteristics of a good recruitment policy. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain five benefits of recruiting employees from within the organization. (10 marks)
- b) Describe five best employment retention practices in any organization. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the process of employee induction. (10 marks)
- b) Explain the importance of Employee Job Requisition forms in every organization. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain ten factors that influence the need for recruitment of employees at a particular time. (10 marks)
 - b) Discuss five limitations of on-line recruitment of Employees. (10 marks)
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DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 314: PUBLIC RELATIONS

DATE: 16/11/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) The management of a leading firm in Machakos has noticed a drastic deterioration in the internal relations among the workers. Explain six benefits that the firm will derive from ensuring there is no conflict among employees. (6 marks)
- b) In accordance with the public relations code of professional standard there are certain principles that a public relations practitioner should observe while dealing with the media. Explain these principles. (8 marks)
- c) Musomo a newly employed public relations officer is in the process of creating a crisis management team. Advise him on ten benefits of having such a team. (10 marks)
- d) Describe six different types of Publics in Public Relations. (6 marks)

QUESTION TWO (20 MARKS)

- a) Explain the challenges that may be faced by public relations practitioners in trying to balance between the truth and publicity. (10 marks)
- b) Explain the consequences of delaying to address customer's complaints in an organization. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the role of Public Relations Practitioner in resource mobilization. (8 marks)
 - b) Explain six distinctions between public relations and marketing. (12 marks)
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QUESTION FOUR (20 MARKS)

- a) Public relations managers often use consultancy firms to undertake their company's public relations activities. Explain why a company would choose this option. (10 marks)
- b) There is an increased use of press releases as a public relations activity by organizations in the manufacturing industry. Account for this trend. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Over the years, the business world has come to realize that there is need for community empowerment. Discuss the motivation behind such a move. (10 marks)
- b) Explain the need for an organization to retain or motivate its Public Relations Practitioner. (10 marks)



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SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM)

**SHT 408: PUBLIC RELATIONS AND RESOURCE MOBILIZATION IN HOSPITALITY
AND TOURISM**

DATE: 27/10/2020

TIME:8:30 – 10:30AM

INSTRUCTIONS:

Answer Question one and any other two Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) The management of a leading firm in Machakos has noticed a drastic deterioration in the internal relations among the workers. Explain six benefits that the firm will derive from promoting good internal relations. (6 marks)
- b) In accordance with the public relations code of professional standards there are certain principles that a public relations practitioner should observe while dealing with the media. Explain these principles. (8 marks)
- c) Musomo a newly employed public relations officer is in the process of creating a crisis management team. Advise him on ten benefits of having such a team. (10 marks)
- d) Explain six different types of Publics in Public Relations. (6 marks)

QUESTION TWO (20 MARKS)

- a) Describe the challenges that may be faced by public relations practitioners in trying to balance between the truth and publicity. (10 marks)
- b) Explain the consequences of delaying to address customer's complaints to an organization. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the role of Public Relations Practitioner in resource mobilization. (8 marks)
 - b) Explain six distinctions between public relations and advertising. (12 marks)
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QUESTION FOUR (20 MARKS)

- a) Public relations managers often use consultancy firms to undertake their company's public relations activities. Explain the challenges that they may face through this practice (10 marks)
- b) There is an increased use of press releases as a public relations activity by organizations in the manufacturing industry. Account for this trend. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Over the years, the business world has come to realize that there is need for community empowerment. Discuss the motivation behind such a move. (10 marks)
- b) Explain the role of the press in public relations. (10 marks)



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SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 308: HUMAN RESOURCE MANAGEMENT II

DATE: 11/11/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Explain the five reasons that may call for recruitment of employees in an organization. (5 marks)
- b) Explain five reasons why organizations would find it necessary to conduct interviews on-line. (5 marks)
- c) Describe in detail the process of recruiting employees. (10 marks)
- d) Explain five differences between induction of employees and placement of employees (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain the importance of human resource planning process to any organization. (10 marks)
- b) Explain the factors that would determine remuneration packages of employees in an organization. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the importance of performance appraisal exercise in every organization. (10 marks)
- b) Explain five reasons that may call for termination of employment by the employer. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the benefits of e-HRM in the current business environment. (10 marks)
- b) Discuss the importance of human resource audits in every organization. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the legal issues that can directly affect the operations of an organization. (10 marks)
 - b) Explain the challenges of human resource management in the 21st century. (10 marks)
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