



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2016/2017 ACADEMIC YEAR**

END OF SEMESTER EXAMINATIONS

**FOR THE DEGREE
IN BACHELOR OF BUSINESS AND ECONOMICS**

EXAM CODE:- BBM 214

COURSE TITLE:- HUMAN RESOURCE MANAGEMENT

DATE:-8TH JUNE, 2017

TIME:- 2.00P.M. – 5.00P.M.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE.**

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BBM 214: HUMAN RESOURCE MANAGEMENT

Instructions

Answer question one and any other three questions.

QUESTION ONE

Read the following case and answer the questions that follow.

As has become customary, Apple is currently and continuously bombarding all of us with news of new products, features, and upgrades — some of which we've seen before, others that are setting fanboys' proverbial pants on fire. New iPads, iPhones, Apple Watches, operating systems, and much more are all in the pipeline, and even new music and audio systems, as well as fitness tracking software. It's all very exciting stuff, and a lot of consumers are looking forward to when all of these products hit stores.

Apple Store employees, on the other hand, are not. In addition to holding down the fort against an onslaught of customer questions and concerns, Apple Store employees are fighting another battle — one against their parent company.

Word has come down that Apple Store employees filed a federal lawsuit against their employer back in 2013, stating that they were treated like "criminals" because they were subjected to searches of their personal effects to ensure they weren't stealing any products from the stores in which they worked. The kicker is that they weren't just subjected to the searches, it's that they weren't compensated for the time they had to endure them. According to a report from CNN, an Apple Store employee even emailed CEO Tim Cook last year regarding the policy, saying that it was both "insulting" and "demeaning," and that oftentimes such searches took place in front of customers, embarrassingly enough.

"These procedures imply that Apple doesn't trust or respect their employees," the person wrote. "Managers are required to treat 'valued' employees as criminals."

There were a few other things the employees didn't like as well, including policies barring discussion of Apple's labor practices, and that some workers didn't get breaks for meals after a certain amount of hours, in violation of the law. But at the heart of the matter is the fact that employees were forced to wait, off the clock, for a supervisor to go through their personal belongings. All of that time added up, and in some cases, summed up to more than \$1,500 in unpaid wages.

You might be aware of what happened as a result of the lawsuit, which came in the wake of a similar suit filed by employees of Amazon. In a case that went all the way to the U.S. Supreme Court, a group of Amazon sued their employer for pretty much the same exact reason that these Apple Store employees did: they were forced to wait in lines to be searched, off the clock.

- a) In your view what employee problems are bedeviling apple corporation? (7 marks)
- b) Suppose you are a human resource specialist. Advice apple's human resource manager on how to reverse this situation being a global company. (7 marks).

- c) One of the best ways to gauge and improve on employee motivation is through job analysis. How can Apple Corporation apply the job analysis processes in improving her employee motivation? (8 marks)

QUESTION TWO

- a) Human resource management and personnel management are “two sides of the same coin”. Discuss this statement. (8 marks)
- b) Explain the similarities and the differences between job description and job specification (7 marks)

QUESTION THREE

- a) Explain the characteristics of a good personnel policy (8 marks)
- b) Discuss the pitfalls of undertaking a job analysis. (7 marks)

QUESTION FOUR

- a) Discuss the factors that determine the recruitment of employees by a firm (8 marks)
- b) Explain the factors that undermine human resource planning in Kenyan public sector firms. (7 marks)

QUESTION FIVE

- a) One of the ways that safety in the work place can be improved is through the sharing of safety information. Explain the ways in which employers can share safety information in the work place (8 marks)
- b) Explain the meaning of global human resource management and discuss the major issues that it focuses on. (7 marks)

QUESTION SIX

- a) While citing relevant examples explain the meaning of employee rights. Discuss the factors that impede the achievement of employee rights in Kenya. (8 marks)
- b) Explain the concept of employee health and well being in the work place. Discuss the employee-initiated health and well being measures at work. (7 marks)