

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF MASTER OF BUSINESS
ADMINISTRATION DEGREE

MBAD 843: PUBLIC AND INDUSTRIAL RELATIONS

STREAMS: MBAD

TIME: 3 HOURS

DAY/DATE: THURSDAY 08/04/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS

- *Answer all questions.*
- *Do not write on the question paper*

Question one (compulsory)

Visions Company Limited

Visions Company Limited is a company that manufactures and sells brown sugar and other sugar related products in Nairobi City. Mrembo works as a Line Manger in charge of public and labour relations; employee hiring; compensation; quality of work life and quality circles; communication and counseling; safety and health. The chief Executive Officer (CEO) has requested her to prepare a presentation to the company's annual general meeting that is due in two weeks. The CEO has requested her to prepare a presentation to the company's Annual General Meeting touching on Public relations and legal labour provisions that govern her conduct as a Line manager. Sonko has given her particular topics to be covered in the presentation. Mrembo has approached you for assistance.

Required:

- (a) Assist Mrembo to examine the necessary qualities a Public Relations practitioner should have to discharge her roles successfully. (10 marks)

- (b) Advise Mrembo the conditions that Visions Company limited should comply with before discharging any employee on account of redundancy. (10 marks)
- (c) Distinguish between the following concepts.
 - (i) Public relations and marketing (5 marks)
 - (ii) Public Relations and Propaganda (5 marks)
- (d) To what extend should the government get involved in industrial relations in public sector in Kenya? (10 marks)

Question two

- (a) Public relations activities are not directed to “the general public” but to carefully selected groups of people who are sub-divisions of the general public. Discuss the major reasons for defining the organization’s publics. (10 marks)
- (b) Employee discipline is considered an important tool of management. In administering discipline, what considerations should one take into account? (10 marks)

Question three

Industrial Relation’s’ charter means a tripartite agreement the government, the most representative employer’s organization, and the most representative employees, organization for the regulation of labour and industrial relations in Kenya. In view of this statement, highlight the main obligations of each party. (20 marks)

Question four

- (a) Grievances are attributed to employee discontent. Discuss the common causes of grievances. (10 marks)
 - (b) Distinguish between collective agreement and recognition agreement and set out the importance of collective bargaining. (10 marks)
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