

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS
ADMINISTRATION IN HUMAN RESORCE MANAGEMENT**

MBAD 843: PUBLIC AND INDUSTRIAL RELATIONS**STREAMS: MBAD Y2S1****TIME: 3 HOURS****DAY/DATE: THURSDAY 07/10/2021****2.30 P.M. – 5.30 P.M.****INSTRUCTIONS**

- **Answer All questions.**

Question one**MARIDADI COMPANY LIMITED**

Maridadi Company Limited was until 2013 a department of the Ministry of Finance, when it was privatized. Being a public service department then, its employees had no union representing them as civil servants were not unionized at the time. After privatization the employees became interested in union matters as a way of resolving their industrial disputes. As a result, the employee relations climate changed as the employees started pushing for union recognition. In response, the management held a meeting at which it was resolved to permit the employees to form and join a union of their choice. This approval was welcomed with jubilation by the employees who held an impromptu meeting and elected interim union officials namely Chairman, Secretary General and organizing secretary. The officials were tasked with the registration of their proposed union christened Maridadi Workers' Union. The secretary general soon after presented the document to the registrar of trade union for registration. The registrar, thereafter, issued the Trade Union with the Certificate of Registration of purposes of collective bargaining.

Required;

- a) Differentiate between union recognition and collective bargaining. (2 marks)
- b) Discuss how the employees of Maridadi Company Limited will benefit by joining this trade union. (8 marks)
- c) Examine the reasons why collective bargaining is important to Maridadi Company. (5 marks)
- d) Discuss strategies that you may apply to building a climate of trust and commitment in this company. (10 marks)
- e) Explain the preconditions necessary for sound industrial relations. (5 marks)

Question two

- a) Distinguish between the following concepts
 - i. Public Relations and Marketing (5 marks)
 - ii. Public Relations and Propaganda (5 marks)
- b) 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)

Question three

- a) Examine the necessary qualities a Public Relations practitioner should have to discharge her roles successfully. (8 marks)
- b) Discuss the conditions that a Company should comply with before discharging any employee on account of redundancy. (8 marks)
- c) Employee discipline is considered an important tool of management. Explain the concept of Hot-stove-Rule in administration discipline. (4 marks)

Question four

- a) Discuss the reasons why managers of unionized firms would be interested in employee relations. (10 marks)

b) Examine the various indirect forms of employee involvement and participation.

(10

marks)
