

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
COMMERCE**

**BCOM 364/357: MANAGEMENT OF DIVERSITY**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 26/07/2018**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- **ANSWER QUESTION ONE AND ANY OTHER TWO**

1. (a) A diverse workforce has been praised for its ability to bring about positive impacts. Discuss the advantages associated with diversity in an organization.  
workforce  
(10 marks)
- (b) It is common today to hear people say that ‘the youth are leaders of tomorrow’. Discuss the stereotypes held by the society towards the youth at workplace.  
youth  
(8 marks)
- c. The principles of equity theory demands a balance between an employee’s input and the resulting outcome.
  - i) Explain the key inputs that an employee brings to an organization.  
(5 marks)

- marks)
- ii) Identify the options available to an employee who perceives that he is unequally treated by his employer. (7 marks)
2. (a) Differentiate between Values and Attitudes and show how they influence individual behaviour in organizations. (10 marks)
- (b) Define the term Gender and show how its stereotypes can influence the composition of an organizations workforce along gender dimensions. (10 marks)
3. (a) Explain the role that organizational culture plays in enhancing employee performance. (10 marks)
- (b) Giving practical examples explain the meaning of the following concepts as applied in the area of workforce diversity
- (i) Work-life balance
- (ii) Psychological contract (10 marks)
4. (a) Although affirmative action is a strategy to increase workforce diversity, some people have had reservations about it. Explain the argument held by opponents of affirmative action. (10 marks)
- (b) Identify any four Agents of Socialization and show how each shape the behaviour of an employee at the workplace. (10 marks)
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