

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 357: MANAGEMENT OF DIVERSITY

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 08/04/2020

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO.**

QUESTION ONE

You have been employed as a Human Resource Officer in a Consulting firm. You are in charge of employee relations and grievances issues are all channeled to your office. In the recent past differences have been emerging from your subordinates, and it is clear that there are conflicting ideologies among the employees that require urgent intervention. You have decided to understand the subject of personality because an expert in psychology has commented that personality differences can cause conflict among colleagues.

Required

- Explain the characteristics that people with type A personality and those with type B personality are likely to exhibit and show how the two personality types can cause conflicts between employees. (12 marks)
- Explain the sources from which individuals derive their personality traits. (8 marks)
- Explain the likely benefit that an organization can have out of it diverse workforce. (10 marks)

QUESTION TWO

- Explain the main barriers that hinder effective management of a diverse workforce. (10 marks)

- (b) Explain the characteristics of the Generation Y (millennial) and show why they may be opposed to the ideas of the Baby Boomers generation. (10 marks)

QUESTION THREE

- (a) Using relevant explain the meaning of the concept 'glass' (3 marks)
- (b) Explain the methods through which employee voice is expressed and show the purpose of such a voice in an organization. (10 marks)
- (c) Discuss the ways in which a multinational organization can manage intercultural communication. (7 marks)

QUESTION FOUR

- (a) Explain the argument held by opponents of affirmative action. (8 marks)
- (b) Identify the key areas that should be addressed by equal opportunity policies and point out the options available to an employee who perceives unequitable treatment from the employer. (12 marks)
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