

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND THARAKA CAMPUSES

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

MBAD 843: PUBLIC AND INDUSTRIAL RELATIONS

STREAMS: MBAD Y2S1

TIME: 3 HOURS

DAY/DATE: TUESDAY 04/12/2018

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- **Answer all questions**
- **Don't write anything on this question paper**

QUESTION ONE

Visions Company Limited

Visions Company Limited is a company that manufactures and sell brown sugar and other sugar related products in Nairobi City. Mrembo works as a Line Manager in charge of public and labour relations; employee hiring; compensation; quality of work life and quality circles; communication and counselling; safety and health. The Chief Executive Officer (CEO), Sonko has informed Mrembo that the company's Annual General Meeting 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 of Public and Labour Relations. (10 marks)
- (b) Advise Mrembo the conditions that Visions Company limited should comply with before discharging any employee on account of redundancy as provided in the Employment Act

(2007) (10 marks)

- (c) Distinguish between the following concepts
- (i) Public Relations and Marketing. (5 marks)
 - (ii) Public Relations and Propaganda (5 marks)
- (d) Analyze the possible general law duties of an employee as regards to Health and Safety at Visions Company Limited. (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) Critically examine the main elements of labour relations in business organizations. (10 marks)

QUESTION THREE

- (a) The Employment Act, 2007, details specific wrongs that amount to gross-misconduct thus leading to summary dismissal of an employee. Discuss such specific wrongs. (10 marks)
- (b) Explain the role of Human Resource Management Function in Industrial Relations in Public Sector in Kenya. (10 marks)

QUESTION FOUR

- (a) Discuss the importance of collective bargaining in industrial relations in Kenya. (10 marks)
- (b) Discuss the various forms of employee involvement and participation in private institutions in Kenya. (10 marks)
-