

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**MBAD 843:**

**STREAMS: MBAD (ODEL)**

**TIME: 3 HOURS**

**DAY/DATE: MONDAY 14/04/2025**

**2.30 P.M. – 11.30 P.M.**

---

**INSTRUCTIONS**

- **Answer question one and any other three questions**

**QUESTION ONE**

- a) Discuss briefly historical development of public relations (10 marks)
- b) Analyse the duties of an occupier according to health and safety as given by Occupation safety and safety Act, 2007 (10 marks)
- c) According to the contract of employment at light industries, no serving employee shall join a trade union. Explain the provisions of labour relations that the company is contravening and also the possible benefits that employees would get if they joined a trade union. (10 marks)
- d) Explain the obligation of the employer as stipulated in employment Act 2007 (10 marks)

**Question two**

- a. Many employment disputes are resolved through collective bargaining agreements. Examine the purpose of CBAs. (10 marks)
- b. Mr. Matata works as an employee in Rubia garage services. He is the CEO of the garage. The garage has a large institutional clientele. Discuss the benefits that Mr. Matata would get through effective human relations. (10 marks)

**Question three**

- a) A six-member team of employees at Riziki Company Ltd have invited you to advise them on union registration. Explain to them the process of registering a trade union in Kenya as stipulated in the labour relations act 2007. (10 marks)
- b) Nguo Moja Inc has embraced public relations in the organization. Little did they know that several other companies would follow suit. Upon research, they realized that public relations department has really boosted their image. Discuss any other five possible benefits that Nguo Moja is likely to enjoy through effective public relations (10 marks)

**Question four**

- a. You have been invited by the board of management of XYZ Ltd to explain to them on the importance of having a public relations department in their fast growing fast moving consumer goods business that has branches across the country. Identify the main points that you would consider in your presentation (10 marks)
- b. Discuss the main techniques one would use in management of crisis in an organization (10 marks)

**Question five**

- a) The human resource manager of a certain company in town has been advocating for employees to do team building and quality circles. Explain any five benefits the organization would get when they implement quality circles. (10 marks)
- b) Explain any 5 techniques that an organization would use to improve quality of working life (10 marks)

.....