



KARATINA UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR, FIRST SEMESTER EXAMINATION

2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:

BACHELORS OF HUMAN RESOURCE MANAGEMENT

COURSE CODE: BHR 110

COURSE TITLE: FOUNDATION OF HUMAN RESOURCE MANAGEMENT

DATE: 16/01/2024

TIME: 2.00 PM- 4.00PM

INSTRUCTION TO CANDIDATES

SEE INSIDE

Instructions: Answer Question one and any other three questions

Question 1: Case study (25 marks)

The Sales Manager of a consumer electronics company was concerned about the length of time it was taking to create and deliver the online training courses for new products and new product updates. This was having a knock-on effect that meant that his sales people were not able to talk intelligently about these new products to their customers which often led to poor customer satisfaction results and also weak sales in the early days of a product launch. He approached the Learning & Development department for help.

The traditional response to such a problem would have previously been that they could reduce the time taken to create and deliver the online courses by a number of weeks, by bringing the development work back in house and hiring a couple of instructional designers, and then purchasing the authoring software as well as all the multimedia production and editing kit that was necessary to create the course themselves. However, instead he suggested that Jenny, one of his team, convene a meeting of product managers and sales people to discuss the problem.

Jenny found out that they normally worked in complete isolation and very rarely had any communication with one another. She also found out product training took place after launch because that was just the way they had always done things. She asked the product managers if they would be happy for the sales team to find out more about the products before the launch date and answer questions on them, and they said they would be delighted. She made the suggestion that the product managers might like to “work out loud” on their Yammer (enterprise social networking platform) – this would involve writing regular posts about the new products, and would keep the sales team up to date with what was happening. Such updates might describe new functionality and even show images and mockups they had built, and of course answer any questions the sales team had about the products. This was agreed as a way forward and a pilot was set up on a couple of new products to try it out.

The result: at product launch, the sales team were well prepared to start talking to their customers about the new product. Sales in the early weeks of new product increased and customer satisfaction scores shot up too. The pilot was deemed a success, and the project was continued. A further advantage was that it brought the product development team and the sales team closer together and from then on they held away days to discuss new innovations and product design.

Questions

- a. “The Sales Manager of a consumer electronics company was concerned about the length of time it was taking to create and deliver the online training courses for new products and new product updates.” As an expert in HR, advise him on other training methods that he can use (5 marks)
- b. “Jenny found out that they normally worked in complete isolation and very rarely had any communication with one another.” Outline FIVE benefits of effective communication between employees and employers (5marks)

- c. State FIVE disadvantages of online training (5marks)
- d. List any FIVE emerging issues in HRM (5 marks)
- e. Elaborate on FIVE ways on how to retain and maintain HRs in an organization (5 marks)

Question 2

- a. Explain any FOUR factors influencing the HR philosophy (4 marks)
- b. Explain FIVE advantages of having on-the-job training methods over off-the-job training method (5 marks)
- c. List SIX components of a compensation system (6 marks)

Question 3

- a. Explain SIX factors influencing the level of employee compensation (6 marks)
- b. List the causes of grievances and industrial disputes in organizations (9 marks)

Question 4

- a. You have been invited by to APSAN Company to assist them with new employees placement. Explain to them FIVE principles of placement (5 marks)
- b. Assume you are the Manager of EPCO Companies and plan to carry out training. Explain how to identify training needs at your organization (7 marks)
- c. Explain how HR managers can align employees' personal goals with company goals (3 marks)

Question 5

- a. Discuss any FOUR nature of human resource management (8 marks)
- b. Assume you are the HR manager of Karatina University list the steps you would undertake in selection process (7 marks)

Question 6

- a. Define human resource planning and state FIVE steps in human resource planning (7 marks)
- b. List FOUR advantages of E-recruitment over traditional recruitment (8 marks)