



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS
Msc. Human Resource Management

COURSE CODE: HRD 863

COURSE TITLE: ORGANIZATIONAL PERFORMANCE

DATE: 30TH APRIL 2019

TIME: 1430 – 1630HRS

INSTRUCTIONS TO CANDIDATES

- 1. Answer Question ONE and any other THREE questions**
- 2. All Examination Rules Apply**

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE (25 MARKS)

East Africa Malting Limited a barley processing industry in Kenya, Uganda and Tanzania regions, has shown great performance potential compared to Keroche limited a new company in the beer brewing and distribution sector. In 2019, Keroche strategic move is to compete with EAML in the East Africa market for clients and distribution points. If you were invited to strategically advise the company on performance trail, what can you explain to the management based on the following:

- a). On the key reason why performance management is healthy practice to Keroche limited that should be adopted in the entire process (5 Marks)
- b). The relevant theories and models to be adopted in order to understand the process better. (10 Marks)
- c). The significance of intellectual talent management in this process in order to perfect individuals, teams and institutional performance at Keroche limited. (10 Marks)

QUESTION TWO (15 MARKS)

Performance Management is a continuous and flexible process carried out with the people and for the people. This process takes place through stages (phases). With the aid of diagrammatic presentation, show how this process works and discuss what happens in each level.

QUESTION THREE (15 MARKS)

Many institutions find it hard to differentiate Staff Appraisal process and Performance Management. If you were invited to discuss Performance Appraisal at Kikuyian Contractors Limited, how would you advise on;

- a). The key performance appraisal methods that are useful at Kikuyian Contractors limited. (5 Marks)
- b) The key consideration (twelve golden rules) while conducting staff appraisal meeting at Kikuyian contractors limited. (10 Marks)

QUESTION FOUR (15 MARKS)

Advance use of information technology is a global trend that need to be adopted by all means. In line to performance management discuss its significance on individuals, teams and institutions performance in Kenya.

QUESTION FIVE (15 MARKS)

Apart from Information technology, there are other key emerging trends that affects the performance of Kenyan Industrial sector. If you are appointed the managing director of Ewaso Ngiro Southern Development Authority, what are some of the trends you have to take into account in the management of the Authority? Discuss the effects of each.