



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMA IN HUMAN RESOURCE
MANAGEMENT**

COURSE CODE: HRD 013

**COURSE TITLE: STRATEGIC HUMAN
RESOURCE MANAGEMENT**

DATE: 21/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATE

Answer Question **ONE** and any other **THREE** questions

QUESTION ONE (25 MARKS)

- a) Corporate social responsibility is traditionally broken into various categories: Explain how an organization has responsibility of the following:
- i. Social responsibility **(3 marks)**
 - ii. Environmental responsibility **(3 marks)**
 - iii. Government responsibility **(3 marks)**
 - iv. Responsibility to consumers **(3 marks)**
 - v. Responsibility to employees **(3 marks)**
- b) Strategic decision making is very imperative in the human resource department in organizations. Explain the various salient features of strategic decisions **(10 marks)**

QUESTION TWO

The true nature of marketing today is not serving the customers; it is outwitting and outfitting one's competitors. Briefly explain the various ways this war can be fought.

(15 marks)

QUESTION THREE

HRM is the process of managing employees in an organization. Explain the various functions of human resource management.

(15marks)

QUESTION FOUR

- a) Organizational change has become a major practice in the new era with major implications for HRM. Using example, explain why organizations change.
- (10 marks)**
- b) What are the benefits of organization change? **(5marks)**

QUESTION FIVE

- a) In line with the best-fit approach to strategic HR, the HRM may adopt various strategies at different points. Explain the Porters Five forces analysis (1985) as one of the adopted strategies. **(15 marks).**

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